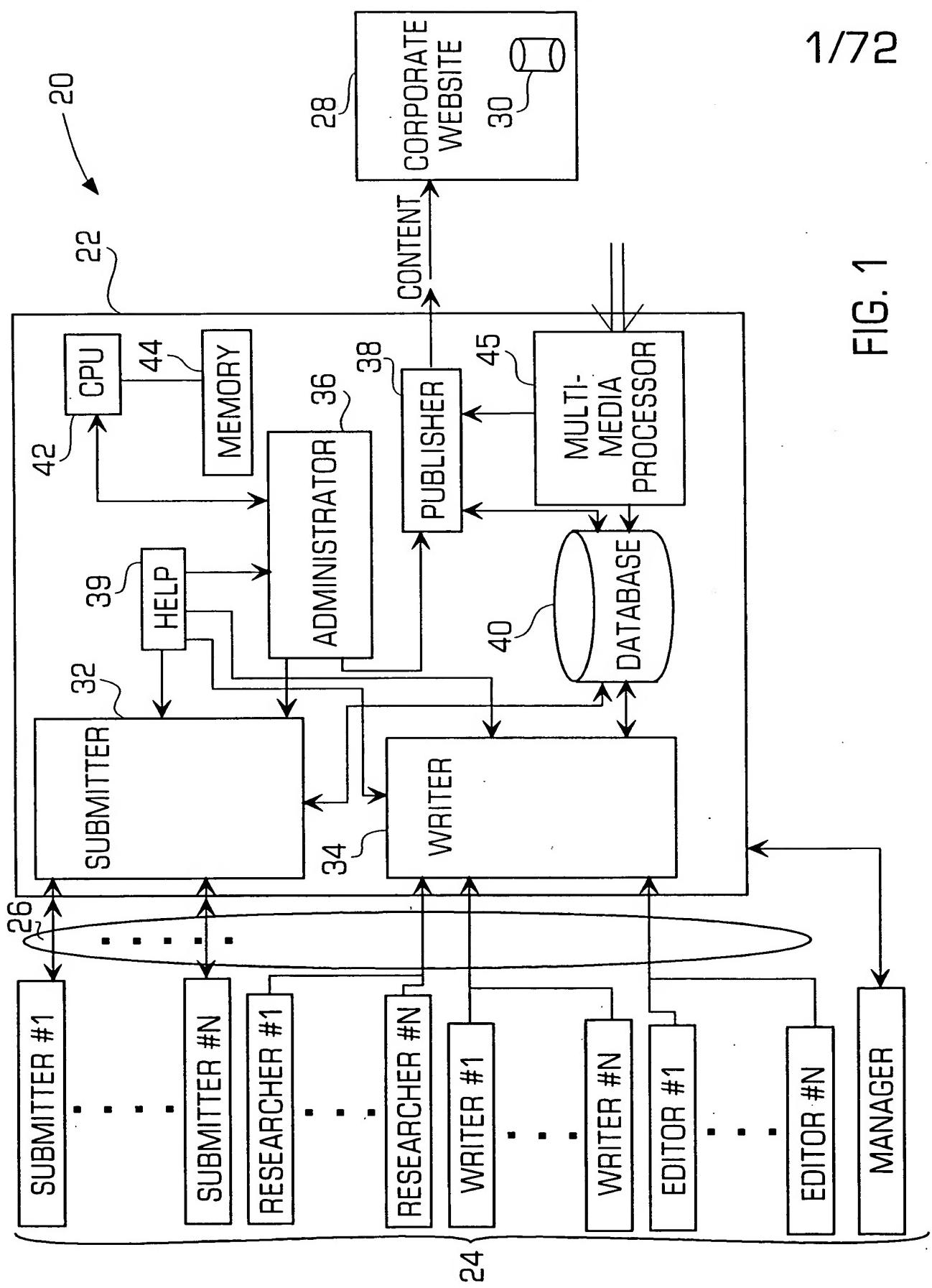


FIG. 1



If you know
of a success
that you
think would
make a
great
story. . . tell
us about it
by filling in
as many
fields
beside as
you can.

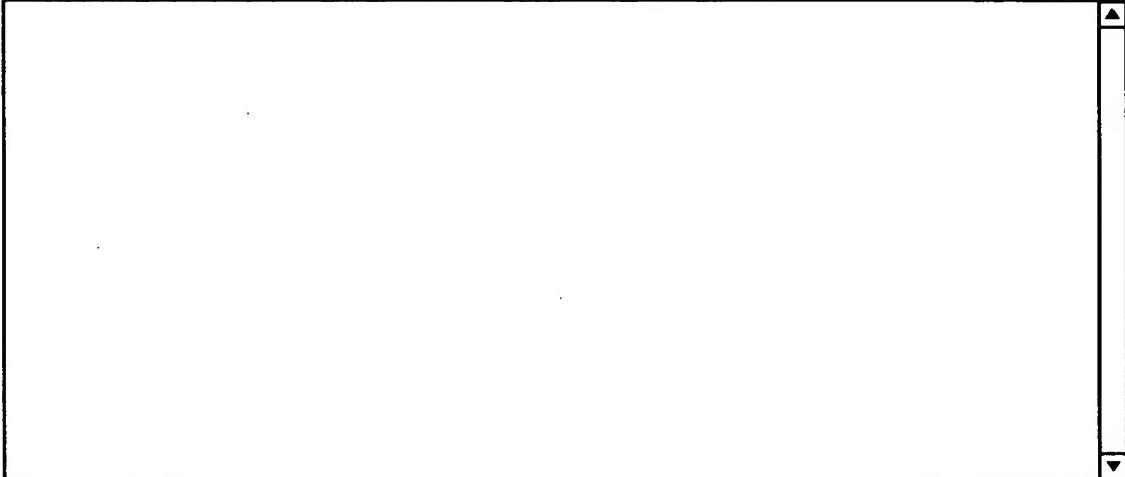
HOW CAN WE CONTACT YOU?

YOUR PHONE NUMBER COUNTRY PREFIX

STREET ADDRESS

3/72

TELL US YOUR STORY, WHAT MAKES IT SO
SPECIAL AND WHY WAS IT SO SUCCESSFUL?



TAKE AS MUCH ROOM AS YOU LIKE FOR YOUR STORY, FIELD WILL ADJUST

IS THERE A WEBSITE THAT WE CAN LEARN MORE FROM?

URL

WHAT INDUSTRY ARE YOU IN?

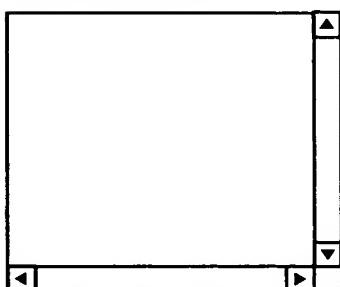
▼

HOW BIG IS THE COMPANY?

▼

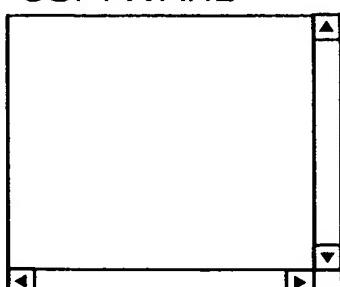
PLEASE TELL US ABOUT THE MAIN HARDWARE AND
SOFTWARE USED ON THIS PROJECT

HARDWARE



USE ONE LINE FOR EACH ITEM

SOFTWARE

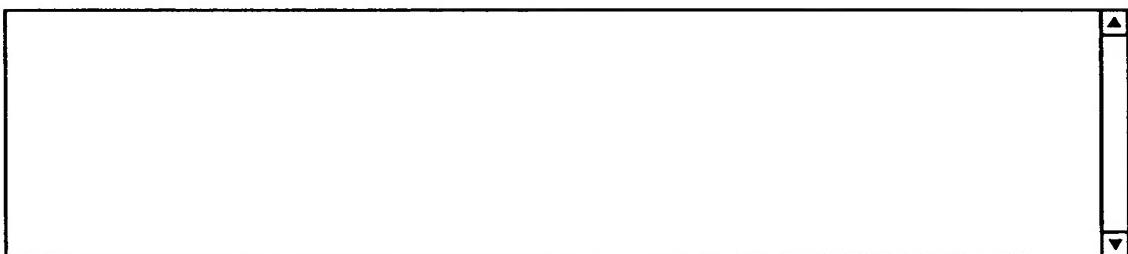


USE ONE LINE FOR EACH ITEM

FIG. 2B

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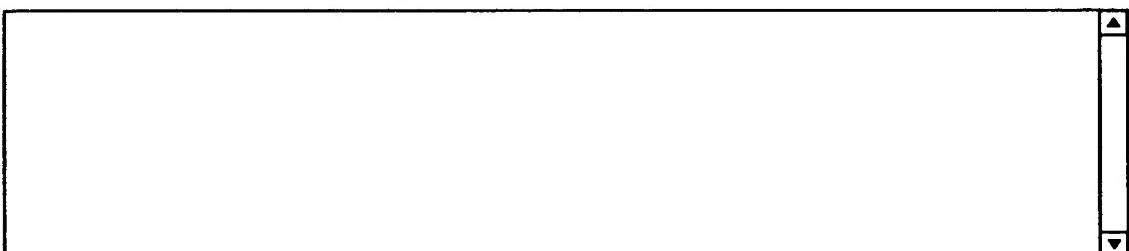
HOW DID THIS PRODUCT HELP YOU SUCCEED? (HIGHER SALES, RELIABILITY...)



A large, empty rectangular box with a thin black border. It is positioned below the question about success and has scroll bars on its right side.

TAKE AS MUCH SPACE AS YOU NEED

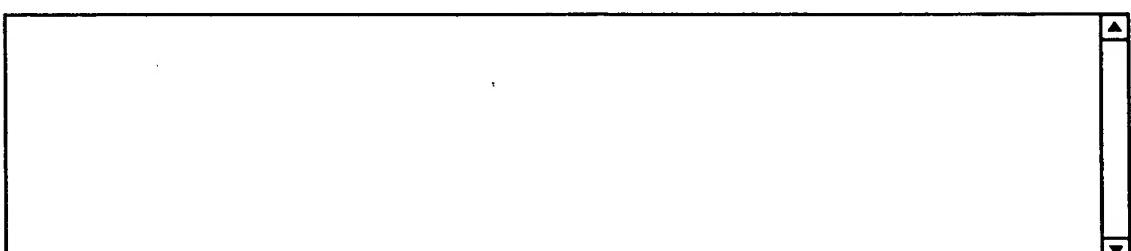
ANY ADDITIONAL INFORMATION OR WEBSITES WE SHOULD VISIT?



A large, empty rectangular box with a thin black border. It is positioned below the question about additional information and has scroll bars on its right side.

TAKE AS MUCH SPACE AS YOU NEED

HOW DID YOU HEAR ABOUT THIS PROJECT?



A large, empty rectangular box with a thin black border. It is positioned below the question about how you heard about the project and has scroll bars on its right side.

TAKE AS MUCH SPACE AS YOU NEED

SUBMIT THIS SUCCESS STORY

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All Rights Reserved

FIG. 2C

CorporationPublicity, Advertising and Promotional Release

The Quantum Corporation ("Quantum") appreciates and values the opportunity to serve the business needs of you and your company (the "Customer"). The positive experiences customers like you have had using Quantum's products affords us an unique opportunity to promote our products and your company.

In consideration for the potential promotional benefits Customer may receive from such exposure, Customer hereby grants to Quantum, or anyone authorized by Quantum, the right to utilize in any and all manner and media now known or later devised, including without limitation web-based and print media, throughout the world in perpetuity, solely for the purposes of publicity, promotion, and advertising, all materials, including without limitation all printed materials, photographs, illustrations, animated depiction of software program(s), screen shots, and oral reports or interviews provided by Customer to Quantum for such purposes in general and more specifically in relation to the success story known as:

(Ref. #)

(Name of Success Story), (the "Materials").

Customer also grants to Quantum permission to use the Customer's Marks in any and all manner and media now known or later devised throughout the world in perpetuity, solely for publicity, promotion and advertising purposes. Customer's Marks shall mean Customer's company name, trademarks, logos, service names, software icon representations, and slogans as adopted by Customer from time to time and provided to Quantum as part of the Materials. Quantum shall use the Customer's Marks in accordance with Customer's policies on such use, as communicated in writing to Quantum from time to time.

If any of the Materials contain the name, likeness or picture, (including without limitation, photographs, film, video, or digital images), voice, quotations or testimonials, or biographical materials, of any of the Customer's officers, employees, agents, customers, or any other third party, customer represents and warrants that (i) Customer has sufficient rights to the materials to grant to Quantum the rights set forth in this release, and Quantum's exercise of such rights will not constitute an infringement of any intellectual property rights of any third party, and (ii) Customer has the full power to enter into this agreement, to carry out its obligations hereunder, and to grant the permissions granted to Quantum herein.

Customer expressly releases Quantum, its agents employees, licensees and assigns from and against any and all claims which Customer has or may have for invasion of privacy, defamation or any other cause of action arising out of production, distribution, broadcast or exhibition of the materials. Customer acknowledges that Quantum is under no obligation to exercise any of the rights granted hereunder.

The signature below acknowledges agreement with the grants and provisions in this document.

Signature: _____ Date: _____

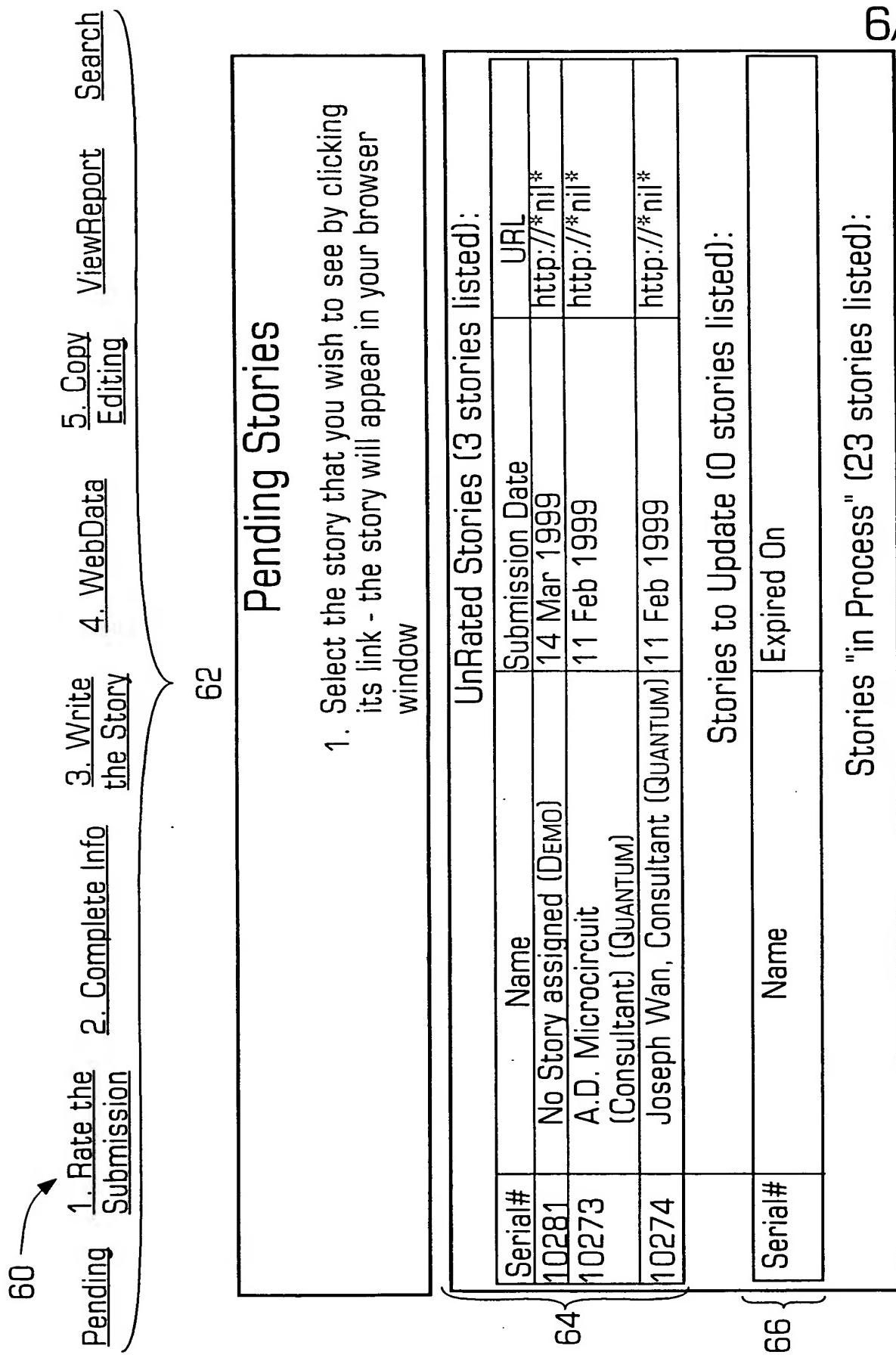
Name/Title: _____

Company: _____

Address: _____

This document is also available as a .pdf file which can be viewed using Adobe Acrobat Reader 2.1 or higher

FIGURE 3



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FIG. 4B

Serial#	Name	Tickler Date	Status Bar	Pages Completed
10146	Janet Lee - Ingram Micro [QUANTUM]	78	78	78
10147	KidzOnline [QUANTUM]	78	78	78
10148	Arrow Electronics [QUANTUM]	78	78	78
10253	Greyound [QUANTUM]	78	78	78
10254	Internet Archive [QUANTUM]	78	78	78
10256	Origin Systems [QUANTUM]	78	78	78
10257	MeritCare [QUANTUM]	78	78	78
10258	Bruce Taback's Durable Drives [QUANTUM]	78	78	78
10260	Micro Technology Groupe [QUANTUM]	78	78	78
10261	Peripheral Parts Support [QUANTUM]	78	78	78
10262	Alan M. Gordon Consulting [QUANTUM]	78	78	78
10263	BCD Computers [QUANTUM]	78	78	78
10264	Elta Electronics [QUANTUM]	78	78	78
10268	Cabelas [QUANTUM]	78	78	78
10270	Linkow Computing [QUANTUM]	78	78	78
10271	ELTA Electronics [QUANTUM]	78	78	78
10272	Peter Plantec's Old Time Radio [QUANTUM]	78	78	78
10275	Hewlett-Packard [QUANTUM]	78	78	78
10276	Silicon Graphics [QUANTUM]	78	78	78
10277	A. D. Microcircuit Computer [QUANTUM]	78	78	78
10278	Digital Basics [QUANTUM]	78	78	78
10279	ApS Technologies [QUANTUM]	78	78	78
10280	Sound * Bytes [QUANTUM]	78	78	78

68

76

74

72

70

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92

90

94 Editor: 96

Initial OK: Requested (1.3)
 Authorized (1.4)

94 Copy Edit: 98

Requested (4.6)
 Spell Checked (5.1.1)
 Format Checked (5.1.2)

100

WebReady Authorized (5.2)
 Spiked (1.5)

Writer:
106

Data Complete: 102

Releases:
 Verbal (2.1.3)
 Emailed (2.3)
 Fax (3.1)
 Original (4.1)

 Story data (2.1.4)
 Quotes (2.1.5)
 Web Cont. (2.1.6)
 Pix (4.2.1)
 Audio (4.2.2)

Implemented: 104

Data Verified (4.3)
 Headline (3.2.1)
 Capsule (3.2.2)
 Lead (3.3.4)
 Body (3.2.4)
 Quotes (3.3)
 Categorized (3.5)
 Web Info (4.3)
 Pix in DB (4.5.1)
 Audio in DB (4.5.2)

Full Data of Current Story

Serial # 10253
Client: Quantum

Story Name: Greyhound

This page will show all the details of this record

Original Submission Data

SOURCE Public

Lead Contact Info

Submitted by:

Customer Info:

FIRST NAME:	Bill
LAST NAME:	Cattell
TITLE:	Lead Network Analyst
COMPANY:	Greyhound Lines Inc.

FIRST NAME:	
LAST NAME:	
TITLE:	
COMPANY:	
EMAIL:	
PHONE:	
FAX:	
TAX EXEMPTION NUMBER	

POSTAL ADDRESS

STREET ADDRESS	P.O. Box 660362
CITY:	Dallas
STATE:	TX
ZIP:	75266
COUNTRY:	USA

STREET ADDRESS:	
CITY:	
STATE:	
ZIP:	
COUNTRY:	

URL:

<http://www.greyhound.com>

Company Size:

5000+

Industry Field:

Miscellaneous

DOES ANYBODY NEED TO APPROVE THIS STORY FOR WEB USE? WHO?

DESCRIBE THE PROJECT:

Greyhound uses LANtegrity Network Recovery Software in conjunction with Quantum DLT tape drives to back up both internal network applications and customer services like the On-Line Reservation System.

WHY IS THIS A GOOD SUCCESS STORY?

Speed, Capacity, Reliability

ANYTHING MORE TO ADD?

HOW DID YOU HEAR ABOUT THIS PROJECT?

Entered by TEM 12/31/98

TELL US ABOUT THE HARDWARE AND SOFTWARE USED FOR THIS PROJECT

FIG. 5A

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SOFTWARE USED	HARDWARE USED
LANtegrity	Compaq ProLiant 5000 servers Quantum DLT 4000 tape drives

Story Data

PROJECT TITLE (VISIBLE ON THE WEB):

Greyhound Network Backup

PROJECT COMPANY:

Greyhound Lines, Inc.

PROJECT COMPANY SIZE:

5000+

PROJECT STATE:

TX (Texas)

PROJECT COUNTRY:

U.S.A.

PROJECT CREATOR:

Bill Cattell

STORY HEADLINE(VISIBLE ON THE WEB):

That's the Ticket!

STORY CAPSULE (VISIBLE ON THE WEB):

Coast to coast, Greyhound riders know they can expect reliable, timely transportation. A Quantum DLTtape™ systems help keep the bus line On Line.

STORY LEAD (VISIBLE ON THE WEB):

It happens thousands of times a day -- all over the US. A traveler steps up to a Greyhound ticket counter and within a few seconds is all ready for a trip -- across the state or across country. Behind that efficient service is an array of efficient computer systems. And behind those computer systems, you'll find Quantum.

STORY BODY (VISIBLE ON THE WEB):

Greyhound Lines depends on an elaborate network of computers to keep the buses rolling on time. Ticket counters are linked into a system-wide passenger reservation system making possible fast, efficient service for even the most complicated route. From timetables to transfers, the Greyhound system keeps you moving and gets you where you need to be -- without hassle.

Greyhound's office functions are just as efficient. The company headquarters complex in Dallas is linked by and effective Corporate Communications Network. And Dallas, in turn is connected to numerous other offices across North America through a Wide Area Network.

But what happens if there's a system crash? Does everything grind to a halt?

Not a chance. Greyhound's computer operations are backed up by a reliable Quantum DLTtape™ system.

Bill Cattell, Greyhound's network administrator, was responsible for choosing Quantum, replacing an outmoded 4mm tape backup system back in 1996. "The 4mm backup units we were using were unreliable," Bill explains. "We had backup failures and just too many midnight calls."

The replacement system needed to be fast, efficient and above all dependable. "The special

FIG. 5B

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problems we face in backup are based on the fact that we have so many servers to back up and such a small window of time to get the work done," notes Bill. "We don't run any backups during the day -- they have to be run between 10pm and 6am the next day. We run incremental backups every night and full backups over the weekend. Each server has about 40 gigabytes of storage, so we have a heavy backup workload."

Using the old 4mm system meant a lot of hands-on supervision, and there were too many system failures. "We were pushing the 4mm technology too hard," admits Bill, "and it couldn't take it."

But not so with the Quantum DLTtape™ units. "With DLTtape™ autoloader backup," says Bill, "it's an entirely lights-out, hands-off operation. DLTtape™ technology can handle the workload -- the benefits are speed, capacity, and reliability."

Speed, capacity, and reliability -- qualities you look for in selecting transportation. That's why millions of Americans "leave the driving to Greyhound."

And that's why Greyhound leaves the backup to Quantum!

QUOTES (VISIBLE ON THE WEB):

"The special problems we face in backup are based on the fact that we have so many servers to back up and such a small window of time to get the work done. We don't run any backups during the day -- they have to be run between 10pm and 6am the next day. We run incremental backups every night and full backups over the weekend. Each server has about 40 gigabytes of storage, so we have a heavy backup workload."

"That was one of the problems with the 4mm approach -- there was just too much hands-on required. We were pushing the 4mm technology too hard and it couldn't take it."

"With DLT autoloader backup, it's an entirely lights-out, hands-off operation. DLT technology can handle the workload -- the benefits are speed, capacity, and reliability."

--Bill Cattell
Lead network Analyst, Greyhound Lines Inc.

KEYWORDS

Networking

MARKETS

Quantum Market

HARDWARE TOOLS

Compaq ProLiant 5000 server
Quantum DLT 7000

SOFTWARE TOOLS

LANtegrity

CONTACT DATA THAT WILL APPEAR ON THE WEB:

FIRST NAME: Bill

POSTAL ADDRESS: P.O. Box 660362

LAST NAME: Cattell

Dallas

TITLE: Lead Network Analyst

TX

COMPANY: Greyhound Lines Inc.

75266

ZIP: USA

TEL:

EMAIL:

FAX:

URL: <http://www.greyhound.com>

FAQ

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FIG. 5C

<p>Editor:</p> <p>Initial OK:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Requested (1.3) <input checked="" type="checkbox"/> Authorized (1.4) <p>Copy Edit:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Requested (4.6) <input checked="" type="checkbox"/> Spell Checked (5.1.1) <input checked="" type="checkbox"/> Format Checked (5.1.2) <p>WebReady</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Authorized (5.2) <input type="checkbox"/> Spiked (1.5) <p>Writer:</p> <p>Data Complete:</p> <p>Releases:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Verbal (2.1.3) <input checked="" type="checkbox"/> Emailed (2.3) <input checked="" type="checkbox"/> Fax (3.1) <input checked="" type="checkbox"/> Original (4.1) <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Story data (2.1.4) <input checked="" type="checkbox"/> Quotes (2.1.5) <input checked="" type="checkbox"/> Web Cont. (2.1.6) <input checked="" type="checkbox"/> Pix (4.2.1) <input checked="" type="checkbox"/> Audio (4.2.2) <p>Implemented:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Data Verified (4.3) <input checked="" type="checkbox"/> Headline (3.2.1) <input checked="" type="checkbox"/> Capsule (3.2.2) <input checked="" type="checkbox"/> Lead (3.3.4) <input checked="" type="checkbox"/> Body (3.2.4) <input checked="" type="checkbox"/> Quotes (3.3) <input checked="" type="checkbox"/> Categorized (3.5) <input checked="" type="checkbox"/> Web Info (4.3) <input checked="" type="checkbox"/> Pix in DB (4.5.1) <input checked="" type="checkbox"/> Audio in DB (4.5.2) 	<h2>1. Rate of Submission</h2> <p>Serial # 10253 Story Name: Greyhound Client: Quantum</p> <p>1.1 <input checked="" type="checkbox"/> Assign a name to the story in the "Story Name" box</p> <p>1.2 <input checked="" type="checkbox"/> Rate the Submission:</p> <ol style="list-style-type: none"> 1. Fill in the appropriate checkbox 2. Make notes of your reasoning in the Notes box <p>1.3 <input checked="" type="checkbox"/> Email your Editor:</p> <ol style="list-style-type: none"> 1. Use the "Save" button to store your settings in the database 2. Use this link to Email your Editor 3. Include Story's Title and Reference Number, and reasons for rating 4. Editor will respond with approval or will spike the story. <p>Await authorization from your Editor before continuing.</p> <p>1.4 <input checked="" type="checkbox"/> Editor only: Authorize this story</p> <p>1.5 <input type="checkbox"/> Editor only: Spike story <input type="text"/> Now (Server Time Zone MmmYYYY)</p> <p style="text-align: center;">Save Cancel Save & Next Save & Pending</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">SOURCE</td> <td style="width: 33%;">PUBLIC</td> <td style="width: 33%;">LEAD CONTACT INFO</td> </tr> <tr> <td colspan="3" style="text-align: center;">SUBMITTED BY:</td> </tr> <tr> <td>FIRST NAME: <input type="text" value="Bill"/></td> <td>LAST NAME: <input type="text" value="Cattell"/></td> <td>CUSTOMER INFO:</td> </tr> <tr> <td>TITLE: <input type="text" value="Lead Network Analyst"/></td> <td>COMPANY: <input type="text" value="Greyhound Lines Inc."/></td> <td>FIRST NAME: <input type="text"/></td> </tr> <tr> <td>EMAIL: <input type="text"/></td> <td>PHONE: <input type="text"/></td> <td>LAST NAME: <input type="text"/></td> </tr> <tr> <td>PHONE: <input type="text"/></td> <td>FAX: <input type="text"/></td> <td>TITLE: <input type="text"/></td> </tr> <tr> <td colspan="2">TAX EXEMPTION NUMBER</td> <td>COMPANY: <input type="text"/></td> </tr> <tr> <td colspan="2">POSTAL ADDRESS</td> <td>EMAIL: <input type="text"/></td> </tr> <tr> <td>STREET ADDRESS: <input type="text" value="P.O. Box 660362"/></td> <td>CITY: <input type="text" value="Dallas"/></td> <td>PHONE: <input type="text"/></td> </tr> <tr> <td>STATE: <input type="text" value="TX"/></td> <td>ZIP: <input type="text" value="75266"/></td> <td>FAX: <input type="text"/></td> </tr> <tr> <td colspan="2">COUNTRY: <input type="text" value="USA"/></td> <td>TAX EXEMPTION NUMBER <input type="text"/></td> </tr> <tr> <td colspan="3" style="text-align: center;">POSTAL ADDRESS</td> </tr> <tr> <td>STREET ADDRESS: <input type="text"/></td> <td>CITY: <input type="text"/></td> <td>STATE: <input type="text"/></td> </tr> <tr> <td>ZIP: <input type="text"/></td> <td>ZIP: <input type="text"/></td> <td>COUNTRY: <input type="text"/></td> </tr> <tr> <td colspan="3" style="text-align: center;">URL: <input type="text" value="http://www.greyhound.com"/></td> </tr> <tr> <td colspan="3" style="text-align: center;">COMPANY SIZE: <input type="text" value="5000+"/></td> </tr> <tr> <td colspan="3" style="text-align: center;">INDUSTRY FIELD: <input type="text" value="Miscellaneous"/></td> </tr> <tr> <td colspan="3" style="text-align: center;">DOES ANYBODY NEED TO APPROVE THIS STORY FOR WEB USE? WHO?</td> </tr> <tr> <td colspan="3" style="text-align: center;">DESCRIBE THE PROJECT:</td> </tr> </table>	SOURCE	PUBLIC	LEAD CONTACT INFO	SUBMITTED BY:			FIRST NAME: <input type="text" value="Bill"/>	LAST NAME: <input type="text" value="Cattell"/>	CUSTOMER INFO:	TITLE: <input type="text" value="Lead Network Analyst"/>	COMPANY: <input type="text" value="Greyhound Lines Inc."/>	FIRST NAME: <input type="text"/>	EMAIL: <input type="text"/>	PHONE: <input type="text"/>	LAST NAME: <input type="text"/>	PHONE: <input type="text"/>	FAX: <input type="text"/>	TITLE: <input type="text"/>	TAX EXEMPTION NUMBER		COMPANY: <input type="text"/>	POSTAL ADDRESS		EMAIL: <input type="text"/>	STREET ADDRESS: <input type="text" value="P.O. Box 660362"/>	CITY: <input type="text" value="Dallas"/>	PHONE: <input type="text"/>	STATE: <input type="text" value="TX"/>	ZIP: <input type="text" value="75266"/>	FAX: <input type="text"/>	COUNTRY: <input type="text" value="USA"/>		TAX EXEMPTION NUMBER <input type="text"/>	POSTAL ADDRESS			STREET ADDRESS: <input type="text"/>	CITY: <input type="text"/>	STATE: <input type="text"/>	ZIP: <input type="text"/>	ZIP: <input type="text"/>	COUNTRY: <input type="text"/>	URL: <input type="text" value="http://www.greyhound.com"/>			COMPANY SIZE: <input type="text" value="5000+"/>			INDUSTRY FIELD: <input type="text" value="Miscellaneous"/>			DOES ANYBODY NEED TO APPROVE THIS STORY FOR WEB USE? WHO?			DESCRIBE THE PROJECT:		
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TITLE: <input type="text" value="Lead Network Analyst"/>	COMPANY: <input type="text" value="Greyhound Lines Inc."/>	FIRST NAME: <input type="text"/>																																																								
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INDUSTRY FIELD: <input type="text" value="Miscellaneous"/>																																																										
DOES ANYBODY NEED TO APPROVE THIS STORY FOR WEB USE? WHO?																																																										
DESCRIBE THE PROJECT:																																																										

FIG. 6A

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Greyhound uses LANtegrity Network Recovery Software in conjunction with Quantum DLT tape drives to back up both internal network applications and customer services like the On-Line Reservation System.	
WHY IS THIS A GOOD SUCCESS STORY?	
Speed, Capacity, Reliability	
ANYTHING MORE TO ADD?	
HOW DID YOU HEAR ABOUT THIS PROJECT?	
Entered by TEM 12/31/98	
TELL US ABOUT THE HARDWARE AND SOFTWARE USED FOR THIS PROJECT	
SOFTWARE USED	HARDWARE USED
LANtegrity	Compaq ProLiant 5000 server Quantum DLT 4000 tape drives
Use this link to provide feedback to your Editor for this company's stories	
FAQ	
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<input type="button" value="Save"/> <input type="button" value="Cancel"/> <input type="button" value="Save & Next"/> <input type="button" value="Save & Pending"/>	

FIG. 6B

92

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<p>Editor:</p> <p>Initial OK:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Requested (1.3) <input checked="" type="checkbox"/> Authorized (1.4) <p>Copy Edit:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Requested (4.6) <input checked="" type="checkbox"/> Spell Checked (5.1.1) <input checked="" type="checkbox"/> Format Checked (5.1.2) <p>WebReady</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Authorized (5.2) <input type="checkbox"/> Spiked (1.5) <p>Writer:</p> <p>Data Complete:</p> <p>Releases:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Verbal (2.1.3) <input checked="" type="checkbox"/> Emailed (2.3) <input checked="" type="checkbox"/> Fax (3.1) <input checked="" type="checkbox"/> Original (4.1) <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Story data (2.1.4) <input checked="" type="checkbox"/> Quotes (2.1.5) <input checked="" type="checkbox"/> Web Cont. (2.1.6) <input checked="" type="checkbox"/> Pix (4.2.1) <input checked="" type="checkbox"/> Audio (4.2.2) <p>Implemented:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Data Verified (4.3) <input checked="" type="checkbox"/> Headline (3.2.1) <input checked="" type="checkbox"/> Capsule (3.2.2) <input checked="" type="checkbox"/> Lead (3.3.4) <input checked="" type="checkbox"/> Body (3.2.4) <input checked="" type="checkbox"/> Quotes (3.3) <input checked="" type="checkbox"/> Categorized (3.5) <input checked="" type="checkbox"/> Web Info (4.3) <input checked="" type="checkbox"/> Pix in DB (4.5.1) <input checked="" type="checkbox"/> Audio in DB (4.5.2) 	<h2>2. Complete Info Required to Write this story</h2> <p>Serial # 10253 Story Name: Greyhound Client: Quantum</p> <p>2.1 Contact the subject party of the Success Story. During the phone call:</p> <ol style="list-style-type: none"> 1. <input checked="" type="checkbox"/> Confirm accuracy of the submitted information (visible by clicking the "View Record" link on the menu bar) and obtain any information to confirm that the story is what we think it is. 2. <input checked="" type="checkbox"/> Obtain Verbal Consent for use of story - do not proceed further until verbal consent has been received. Also confirm that a person with some authority will eventually sign the release form; there is no point in doing anything more without this verbal okay. 3. <input checked="" type="checkbox"/> Enter the name, title and contact info of the person providing verbal consent in "Ongoing contacts for Success Stories" box. 4. <input checked="" type="checkbox"/> Obtain any additional information required to complete the story in the blank fields on this page. 5. <input checked="" type="checkbox"/> Obtain raw quotes necessary to do the story, plus extra quotes if possible. 6. <input checked="" type="checkbox"/> Get the data for the person whose name should appear on the web as contact person. 7. <input checked="" type="checkbox"/> Have them download and print the legal release form. They (or whoever has authority to sign the release) should fill it out and fax it to us, then send us the original. Double check your notes and the original submission to ensure that they have indeed got the power to sign. <p>The release may not be modified by anybody under any circumstances. YOU ARE NOT AUTHORIZED TO MAKE, ACCEPT OR ALLOW CHANGES OF ANY TYPE TO THE RELEASE TEXT. The office of The Cybercasters (America) Corp are the only persons authorized to accept an additional letter that allows any variation from the conditions of the standard release; please contact them if any issues should arise.</p> <ol style="list-style-type: none"> 8. <input checked="" type="checkbox"/> Arrange for them to send us pix/audio/video as appropriate; as they may be technical, please check with your editor if you have the slightest doubt about what to arrange. Make a note in the "Notes & Queries" box listing what we are supposed to be receiving. <p>2.2 <input checked="" type="checkbox"/> Note the date/time , name and details of what they said about the release in the "Notes" box - it is important to document the verbal release properly.</p> <p>2.3 <input checked="" type="checkbox"/> Email the person (using the model included in the FAQ) who has given the verbal release, thanking them for their time, their verbal release and willingness to participate in the project. Also quickly confirm the important facts that they gave us, so as to ensure that everything has been correctly understood.</p> <p style="text-align: center;">Save Cancel Save & Next Save & Pending</p> <p>Project Data to Appear on the Web:</p> <p>Creator of Customer's Project: <input type="text" value="Bill Cattell"/></p> <p>Customer's Company Name: <input type="text" value="Greyhound Lines, Inc."/> ▾</p>
---	--

FIG. 7A

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Customer's Company Size:	5000+
State where Project is located:	TX (Texas)
Country where Project is located:	USA
PROJECT QUOTES (RAW QUOTES PROVIDED BY SUCCESSFUL CUSTOMER)	
The special problems we face in backup are based on the fact that we need many servers to back up and such a small window of time to get the work done," notes Bill. "We don't run any backups during the day -- they have to be	
CONTACT DATA THAT WILL APPEAR ON THE WEB:	
First Name:	Bill
Last Name:	Cattell
Title:	Lead Network Analyst
Company:	Greyhound Lines Inc.
Postal Address:	P.O. Box 660362
City:	Dallas
State:	TX
Zip:	75266
Country:	USA
Tel:	
Fax:	
Email:	
URL:	http://www.greyhound.com
Use this link to provide feedback to your Editor for this company's stories	
FAQ	
Copyright 1998 The Cybercasters (America) Corp. All rights Reserved	
<input type="button" value="Save"/> <input type="button" value="Cancel"/> <input type="button" value="Save & Next"/> <input type="button" value="Save & Pending"/>	

FIG. 7B

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<p>Editor:</p> <p>Initial OK:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Requested (1.3) <input checked="" type="checkbox"/> Authorized (1.4) <p>Copy Edit:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Requested (4.6) <input checked="" type="checkbox"/> Spell Checked (5.1.1) <input checked="" type="checkbox"/> Format Checked (5.1.2) <p>WebReady</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Authorized (5.2) <input type="checkbox"/> Spiked (1.5) <p>Writer:</p> <p>Data Complete:</p> <p>Releases:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Verbal (2.1.3) <input checked="" type="checkbox"/> Emailed (2.3) <input checked="" type="checkbox"/> Fax (3.1) <input checked="" type="checkbox"/> Original (4.1) <p><input checked="" type="checkbox"/> Story data (2.1.4)</p> <p><input checked="" type="checkbox"/> Quotes (2.1.5)</p> <p><input checked="" type="checkbox"/> Web Cont. (2.1.6)</p> <p><input checked="" type="checkbox"/> Pix (4.2.1)</p> <p><input checked="" type="checkbox"/> Audio (4.2.2)</p> <p>Implemented:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Data Verified (4.3) <input checked="" type="checkbox"/> Headline (3.2.1) <input checked="" type="checkbox"/> Capsule (3.2.2) <input checked="" type="checkbox"/> Lead (3.3.4) <input checked="" type="checkbox"/> Body (3.2.4) <input checked="" type="checkbox"/> Quotes (3.3) <input checked="" type="checkbox"/> Categorized (3.5) <input checked="" type="checkbox"/> Web Info (4.3) <input checked="" type="checkbox"/> Pix in DB (4.5.1) <input checked="" type="checkbox"/> Audio in DB (4.5.2) 	<h3>3. Write the Story</h3> <p>Serial # 10253 Story Name: Greyhound</p> <p>Client: Quantum</p> <p>3.1 <input checked="" type="checkbox"/> Confirm the fax release has arrived (or the original hardcopy.) don't do work on this story until the release is in our hands.</p> <p>3.2 Write the story - use the following fields:</p> <ol style="list-style-type: none"> 1. <input checked="" type="checkbox"/> Headline 2. <input checked="" type="checkbox"/> Capsule Summary (ie. one line description) 3. <input checked="" type="checkbox"/> Lead (ie. the first paragraph of the story) 4. <input checked="" type="checkbox"/> Story Body (ie. second paragraph till end of story). <p>3.3 <input checked="" type="checkbox"/> Spellcheck all the text in the record.</p> <p>3.4 <input checked="" type="checkbox"/> Assign the appropriate keyword/s, Market Segments, company size, etc. to record. Avoid using more than 5 keywords per story.</p> <p>3.5 <input checked="" type="checkbox"/> Do whatever is still required to obtain the final release form.</p> <p>3.6 <input type="checkbox"/> Follow up on any images, audio and/or video that were supposed to be used</p> <p>3.7 Follow up on the media that you've arranged for this story (see 2.1.8)</p>
132	134
<input type="button" value="Save"/> <input type="button" value="Cancel"/> <input type="button" value="Save & Next"/> <input type="button" value="Save & Pending"/>	
<p>PROJECT TITLE (VISIBLE ON THE WEB): Greyhound Network Backup</p> <p>STORY HEADLINE (VISIBLE ON THE WEB): That's The Ticket!</p> <p>STORY CAPSULE (VISIBLE ON THE WEB): Coast to coast, Greyhound riders know they can expect reliable, timely transportation. And Quantum DLTtape</p> <p>STORY LEAD (VISIBLE ON THE WEB): It happens thousands of times a day -- all over the US. A traveler steps up to a Greyhound ticket counter and within a few seconds is all ready for a trip across the state or across the country. Behind those computer systems, you'll . . .</p> <p>STORY BODY (VISIBLE ON THE WEB): Greyhound Lines depends on an elaborate network of computers to keep rolling on time. Ticket counters are linked into a system-wide passenger reservation system making possible fast, efficient service for even the most complicated route. From timetables to transfers, the Greyhound system keeps moving and gets you where you need to be -- without hassle. Greyhound's office functions are just as efficient. the company headquarters complex in Dallas is linked by an effective Corporate Communications network. Dallas, in turn, is connected to numerous other offices across North America through a Wide Area Network.</p> <p>PROJECT QUOTES (RAW QUOTES PROVIDED BY SUCCESSFUL CUSTOMER)</p>	

FIG. 8A

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"The special problems we face in backup are based on the fact that we use servers to back up and such a small window of time to get the work done," says Bill. "We don't run any backups during the day -- they have to be run between 10pm and 6 am the next day. We run incremental backups every night and full

QUOTES (VISIBLE ON THE WEB)

"The special problems we face in backup are based on the fact that we have servers to back up and such a small window of time to get the work done. We don't run any backups during the day -- they have to be run between 10pm and 2 am the next day. We run incremental backups every night and full backups over the weekend. Each server has about 40 gigabytes of storage, so we have a heavy backup.

"That was one of the problems with the 4 mm approach -- there was just too much hands on required. We were pushing the 4 mm technology too hard and it showed it."

"With DLT autoloader backup, it's an entirely lights-out, hands-off . . .

KEYWORD

Art
Banking and Finance
Broadcasting
Education
Engineering
Entertainment
Film Production
Fitness

SELECTED KEYWORD

Networking

Add

Remove

Add/Edit Keyword

MARKET

Quantum Market

SELECTED MARKET

Quantum Market

Add

Remove

Add/Edit Market

Use this link to provide feedback to your Editor for this company's story

FAQ

Copyright 1998 The Cybercasters (America) Corp. All Rights Reserved

Save

Cancel

Save & Next

Save & Pending

FIG. 8B

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Editor:
Initial OK:
<input checked="" type="checkbox"/> Requested (1.3)
<input checked="" type="checkbox"/> Authorized (1.4)
Copy Edit:
<input checked="" type="checkbox"/> Requested (4.6)
<input checked="" type="checkbox"/> Spell Checked (5.1.1)
<input checked="" type="checkbox"/> Format Checked (5.1.2)
WebReady
<input checked="" type="checkbox"/> Authorized (5.2)
<input type="checkbox"/> Spiked (1.5)
Writer:
Data Complete:
Releases:
<input checked="" type="checkbox"/> Verbal (2.1.3)
<input checked="" type="checkbox"/> Emailed (2.3)
<input checked="" type="checkbox"/> Fax (3.1)
<input checked="" type="checkbox"/> Original (4.1)
<input checked="" type="checkbox"/> Story data (2.1.4)
<input checked="" type="checkbox"/> Quotes (2.1.5)
<input checked="" type="checkbox"/> Web Cont. (2.1.6)
<input checked="" type="checkbox"/> Pix (4.2.1)
<input checked="" type="checkbox"/> Audio (4.2.2)
Implemented:
<input checked="" type="checkbox"/> Data Verified (4.3)
<input checked="" type="checkbox"/> Headline (3.2.1)
<input checked="" type="checkbox"/> Capsule (3.2.2)
<input checked="" type="checkbox"/> Lead (3.3.4)
<input checked="" type="checkbox"/> Body (3.2.4)
<input checked="" type="checkbox"/> Quotes (3.3)
<input checked="" type="checkbox"/> Categorized (3.5)
<input checked="" type="checkbox"/> Web Info (4.3)
<input checked="" type="checkbox"/> Pix in DB (4.5.1)
<input checked="" type="checkbox"/> Audio in DB (4.5.2)

4. WebData - Complete Web Display Data

Serial #	10253	Story Name:	Greyhound	142				
Client: Quantum								
4.1 <input checked="" type="checkbox"/> Confirm that the original hardcopy release has arrived.								
4.2 Confirm arrival of the images/audio/video that were supposed to come in - follow up if they haven't. Check we've begun our internal processing to prepare them for the Web								
1. <input checked="" type="checkbox"/> Images								
2. <input checked="" type="checkbox"/> Audio and/or Video								
4.3 <input checked="" type="checkbox"/> Verify that all the information required for the Web is complete and confirmed accurate .								
4.4 <input checked="" type="checkbox"/> Fill in the Definitive hardware and software listings (to be visible on the Web). Add new products and companies as necessary.								
4.5 Confirm that the image/audio/video materials are ready to publish. Fill in the links for these materials.								
1. <input checked="" type="checkbox"/> Image material								
2. <input checked="" type="checkbox"/> Audio/Video materials								
4.6 <input checked="" type="checkbox"/> When you've completed all of the above, notify your editor that this story is ready for CopyEdit and Final OK - include the story number and name in the subject when you send your email.								
Save Cancel Save & Next Save & Pending								
SOFTWARE USED (AS SUBMITTED)								
LANtegrity								
<table border="1"> <thead> <tr> <th>SOFTWARE</th> <th>SOFTWARE (VISIBLE ON THE WEB)</th> </tr> </thead> <tbody> <tr> <td>3D Nation ACT! Adobe Photoshop Adobe Premiere After Effects AfterImage Apache AppleShare</td> <td>LANtegrity</td> </tr> <tr> <td style="text-align: right;">Add</td> <td style="text-align: right;">Remove</td> </tr> </tbody> </table>			SOFTWARE	SOFTWARE (VISIBLE ON THE WEB)	3D Nation ACT! Adobe Photoshop Adobe Premiere After Effects AfterImage Apache AppleShare	LANtegrity	Add	Remove
SOFTWARE	SOFTWARE (VISIBLE ON THE WEB)							
3D Nation ACT! Adobe Photoshop Adobe Premiere After Effects AfterImage Apache AppleShare	LANtegrity							
Add	Remove							
Add/Edit Software Product Add/Edit Manufacturer								
HARDWARE USED (AS SUBMITTED)								
Compaq ProLiant 5000 servers Quantum DLT 4000 tape drives								
<table border="1"> <thead> <tr> <th>HARDWARE</th> <th>HARDWARE (VISIBLE ON THE WEB)</th> </tr> </thead> <tbody> <tr> <td>ADIC Scalar 458 Library ADIC Scalar DLT Libraries AMD 166 Processor AMD 486 Processor AMD P - 100 Processor ATL Library Adaptec AAA133 RAID controller Alpha</td> <td>Compaq ProLiant 5000 server Quantum DLT 7000</td> </tr> <tr> <td style="text-align: right;">Add</td> <td style="text-align: right;">Remove</td> </tr> </tbody> </table>			HARDWARE	HARDWARE (VISIBLE ON THE WEB)	ADIC Scalar 458 Library ADIC Scalar DLT Libraries AMD 166 Processor AMD 486 Processor AMD P - 100 Processor ATL Library Adaptec AAA133 RAID controller Alpha	Compaq ProLiant 5000 server Quantum DLT 7000	Add	Remove
HARDWARE	HARDWARE (VISIBLE ON THE WEB)							
ADIC Scalar 458 Library ADIC Scalar DLT Libraries AMD 166 Processor AMD 486 Processor AMD P - 100 Processor ATL Library Adaptec AAA133 RAID controller Alpha	Compaq ProLiant 5000 server Quantum DLT 7000							
Add	Remove							
Add/Edit Hardware Product Add/Edit Manufacturer								

FIG. 9A

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Alpha <input type="checkbox"/>	<input type="checkbox"/>		
Add/Edit Hardware Product	Add/Edit Manufacturer		
This area to allow insertion of filenames for images, audio and video (as appropriate)			
Use this link to provide feedback to your Editor for this company's stories			
FAQ			
Copyright 1998. The Cybercasters (America) Corp. All rights reserved			
<input type="button" value="Save"/>	<input type="button" value="Cancel"/>	<input type="button" value="Save & Next"/>	<input type="button" value="Save & Pending"/>

FIG. 9B

Editor:**Initial OK:**

- Requested (1.3)
- Authorized (1.4)

Copy Edit:

- Requested (4.6)
- Spell Checked (5.1.1)
- Format Checked (5.1.2)

WebReady

- Authorized (5.2)
- Spiked (1.5)

Writer:**Data Complete:****Releases:**

- Verbal (2.1.3)
- Emailed (2.3)
- Fax (3.1)
- Original (4.1)

- Story data (2.1.4)
- Quotes (2.1.5)
- Web Cont. (2.1.6)
- Pix (4.2.1)
- Audio (4.2.2)

Implemented:

- Data Verified (4.3)
- Headline (3.2.1)
- Capsule (3.2.2)
- Lead (3.3.4)
- Body (3.2.4)
- Quotes (3.3)
- Categorized (3.5)
- Web Info (4.3)
- Pix in DB (4.5.1)
- Audio in DB (4.5.2)

5. Copy Editing (Editor Use Only)

Serial

10253

Story

Name: Greyhound

Client: Quantum

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- 5.1 Editor's CopyEdit - **Check everything and confirm that the story is ready to publish.**

1. Spellcheck everything2. Check for format errors, duplicate spaces, excess carriage returns, etc.

- 5.2 Editor - activate WebReady status

- 5.3 Editor - set Online Date

Now or Offline (Server Time Zone
DD Mmm YYYY)

- 5.4 Editor - set story as **Featured Story** if required

From: _____ (Server Time Zone DD MmmYYYY)

To: _____ (Server Time Zone DD MmmYYYY)

Save **Cancel** **Save & Next** **Save & Pending**

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This area to sub used to display all the fields that will be displayed over the Web to all one final copy edit of the web visible materials

COMPANY

Greyhound Lines, Inc

PROJECT

Greyhound Network Backup

NAME

That's the Ticket!

TITLE**DESCRIPTION**

Coast to coast, Greyhound riders know they can expect reliable, timely transportation. And Quantum DLTtape™ systems help keep the bus line On Line.

LEAD

It happens thousands of times a day -- all over the US. A traveler steps up to a Greyhound ticket counter and within a few seconds is all ready for a trip -- across the state or across country. Behind that efficient service is an array of efficient computer systems. And behind those computer systems, you'll find Quantum.

BODY

Greyhound Lines depends on an elaborate network of computers to keep the buses rolling on time. Ticket counters are linked into a system-wide passenger reservation system making possible fast, efficient service for even the most complicated route. From timetables to transfers, the Greyhound system keeps you moving and gets you where you need to be -- without hassle.

Greyhound's office functions are just as efficient. The company headquarters complex in Dallas is linked by an effective Corporate Communications Network. And Dallas, in turn is connected to numerous other offices across North America through a Wide Area Network.

But what happens if there's a system crash? Does everything grind to a halt?

Not a chance. Greyhound's computer operations are backed up by a reliable Quantum DLTtape™ system.

Bill Cattell, Greyhound's network administrator, was

"The special problems we face in backup are based on the fact that we have so many servers to back up and such a

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fact that we have so many servers to back up and such a small window of time to get the work done. We don't run any backups during the day -- they have to be run between 10pm and 2 am the next day. We run incremental backups every night and full backups over the weekend. Each server has about 40 gigabytes of storage, so we have a heavy backup workload.

"That was one of the problems with the 4 mm approach -- there was just too much hands-on required. We were pushing the 4 mm technology too hard and it couldn't take it."

HARDWARE AND OS SOFTWARE USED

HARDWARE

ADIC Scalar 458 Library
ADIC Scalar DLT Libraries
AMD166 Processor
AMD486 Processor
AMDP - 100 Processor
ATL Library
Adaptec AAA133 RAID controller
Alpha

Add

Remove

SELECTED HARDWARE

Compaq Proliant 5000 server
Quantum DLT 7000

SOFTWARE USED

SOFTWARE

3DNation
ACT!
Adobe Photoshop
Adobe Premiere
After Effects
AfterImage
Apache
AppleShare

SOFTWARE (VISIBLE ON THE WEB)

LANtegrity

Add

Remove

FIG. 10B

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Contact Information	
CONTACT PERSON	Bill Cattell
TITLE OF CONTACT PERSON	Lead Network Analyst
CONTACT COMPANY NAME	Greyhound Lines
CONTACT COMPANY COUNTRY	USA
WEBSITE	http://www.greyhound
CONTACT TEL.	
CONTACT E-MAIL	
CONTACT FAX	
POSTAL ADDRESS	P.O. Box 6660362
CONTACT CITY	Dallas
CONTACT STATE	TX
CONTACT ZIP	75266
CONTACT COUNTRY	USA
Project Description	
COMPANY NAME	Greyhound Lines, Inc
PROJECT AUTHOR	Bill Cattell
PROJECT NAME	
COMPANY SIZE	5000+
STATE	TX (Texas)
COUNTRY	USA
CATEGORY	
MARKET	SELECTED MARKET
Quantum Market	Quantum Market
Add	
Remove	
KEYWORDS	

FIG. 10C

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KEYWORD	SELECTED KEYWORD
<ul style="list-style-type: none">ArtBanking and FinanceBroadcastingEducationEngineeringEntertainmentFilm ProductionFitness	<ul style="list-style-type: none">Networking
<p>Add Remove</p>	
<small>Copyright 1998. The Cybercasters (America) Corp. All rights reserved</small>	
<input type="button" value="Save"/> <input type="button" value="Cancel"/> <input type="button" value="Save & Next"/> <input type="button" value="Save & Pending"/>	

FIG. 10D

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Search Page

1. Fill in the form below to search for stories that fulfill the criteria that you want to find. Wildcard searches can be done using a "*" sign to indicate that any character/s will satisfy the search criteria.

[SEARCH]

FIELD TO SEARCH ON:	CRITERIA TO SEARCH ON:
STORY AS WEBREADY:	<input type="text"/> <input type="checkbox"/> Yes
SERIAL NO.:	<input type="text"/> is <input type="text"/>
STORYNAME:	<input type="text"/> is <input type="button" value="▼"/>
PROJECTNAME:	<input type="text"/> is <input type="button" value="▼"/>
CLIENT:	<input type="text"/> is <input type="button" value="▼"/>
COMPANY:	<input type="text"/> is <input type="button" value="▼"/>
STATE:	<input type="text"/> is <input type="button" value="▼"/>
COUNTRY:	<input type="text"/> is <input type="button" value="▼"/>
TICKLERDATE:	<input type="text"/> is <input type="button" value="▼"/> (DD Mmm YYYY)
ONLINEDATE:	<input type="text"/> is <input type="button" value="▼"/> (DD Mmm YYYY)
COOL STORY DATE:	<input type="text"/> is <input type="button" value="▼"/> (DD Mmm YYYY)
INCLUDE GRAVEYARD STORIES: <input type="checkbox"/> Yes	

MARKET

Quantum Market Small Business Enterprise K-12 New Media & Entertainment Publishing Scientific & Engineering Health Care	<input type="button" value="▲"/> <input type="button" value="▼"/>
--	--

SEARCH FOR MARKET

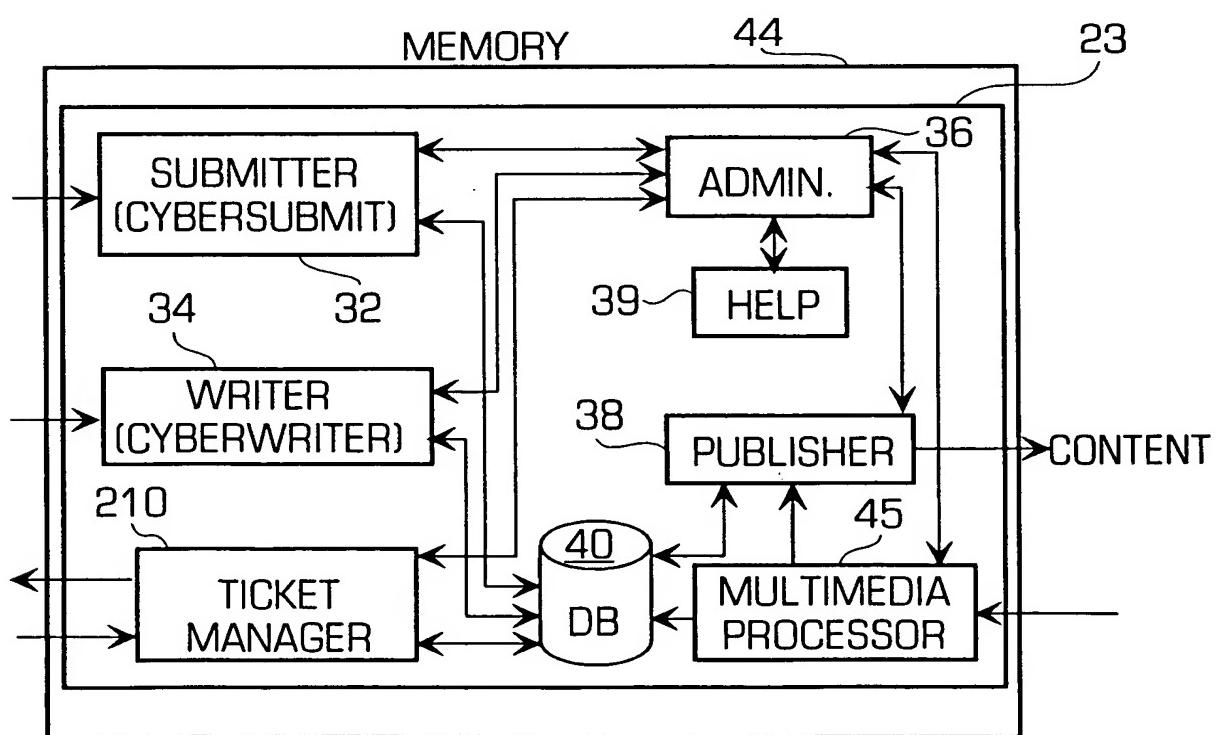
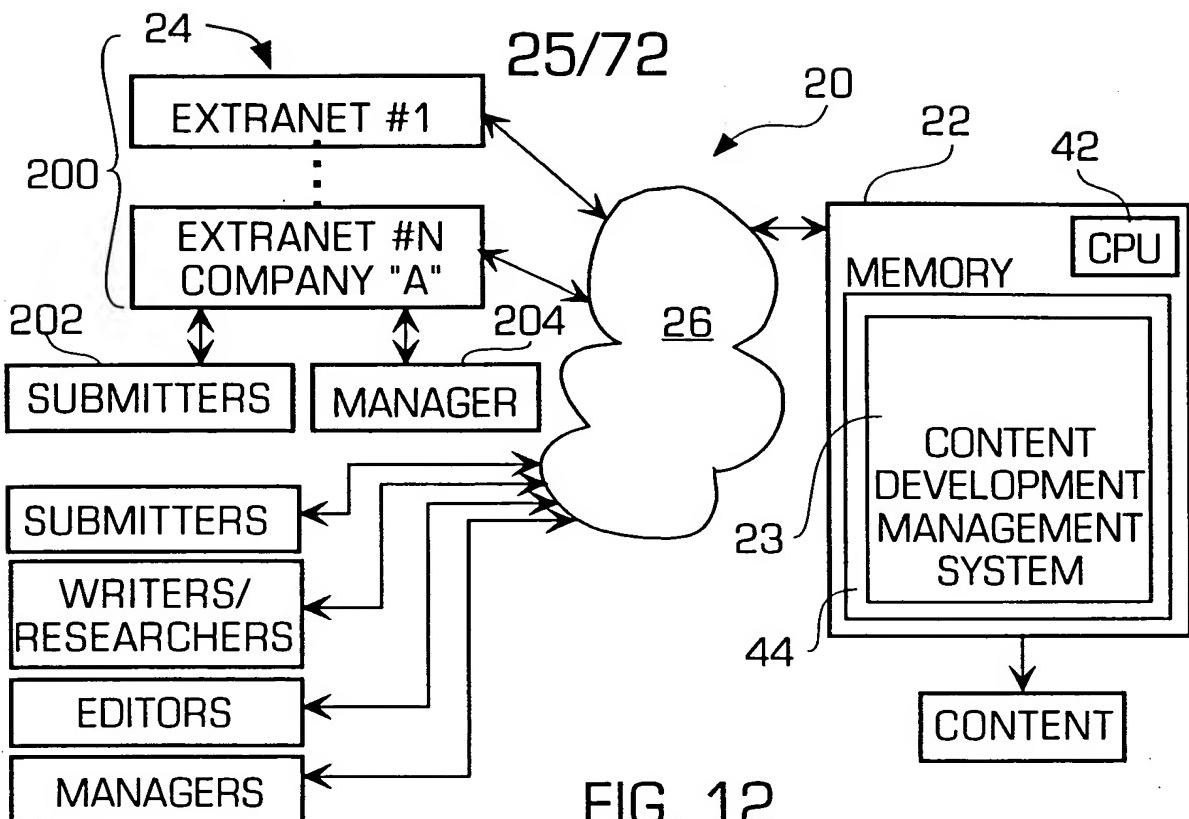
<input type="button" value="Add"/> <input type="button" value="Remove"/>	<input type="text"/> <input type="button" value="▲"/> <input type="button" value="▼"/>
---	--

FIG. 11A

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KEYWORDS		SEARCH FOR KEYWORDS	
<ul style="list-style-type: none">ArtBanking and FinanceBroadcastingEducationEngineeringEntertainmentFilm ProductionFitness		Add	<input type="text"/>
		Remove	<input type="text"/>
HARDWARE		SEARCH FOR HARDWARE	
<ul style="list-style-type: none">ADIC Scalar 458 LibraryADIC Scalar DLT LibrariesAMD166 ProcessorAMD486 ProcessorAMD P - 100 ProcessorATL LibraryAdaptec AAA133 RAID controllerAlpha		Add	<input type="text"/>
		Remove	<input type="text"/>
SOFTWARE		SEARCH FOR SOFTWARE	
<ul style="list-style-type: none">3D NationACT!Adobe PhotoshopAdobe PremiereAfter EffectsAfterImageApacheAppleShare		Add	<input type="text"/>
		Remove	<input type="text"/>
<p>FAQ Copyright Notice</p> <p><input type="button" value="Search"/></p>			

FIG. 11B



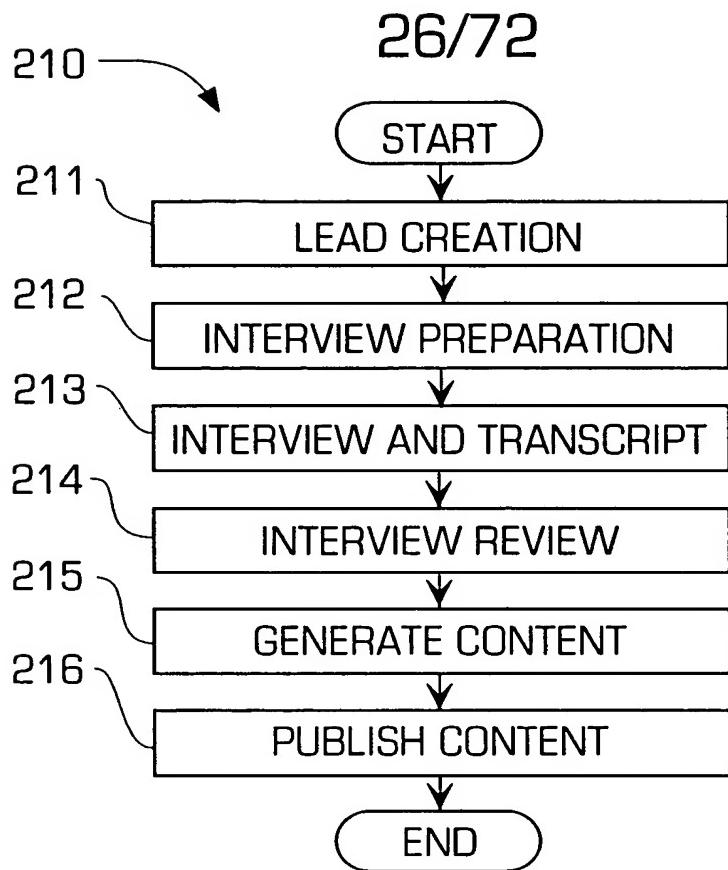


FIG. 13B

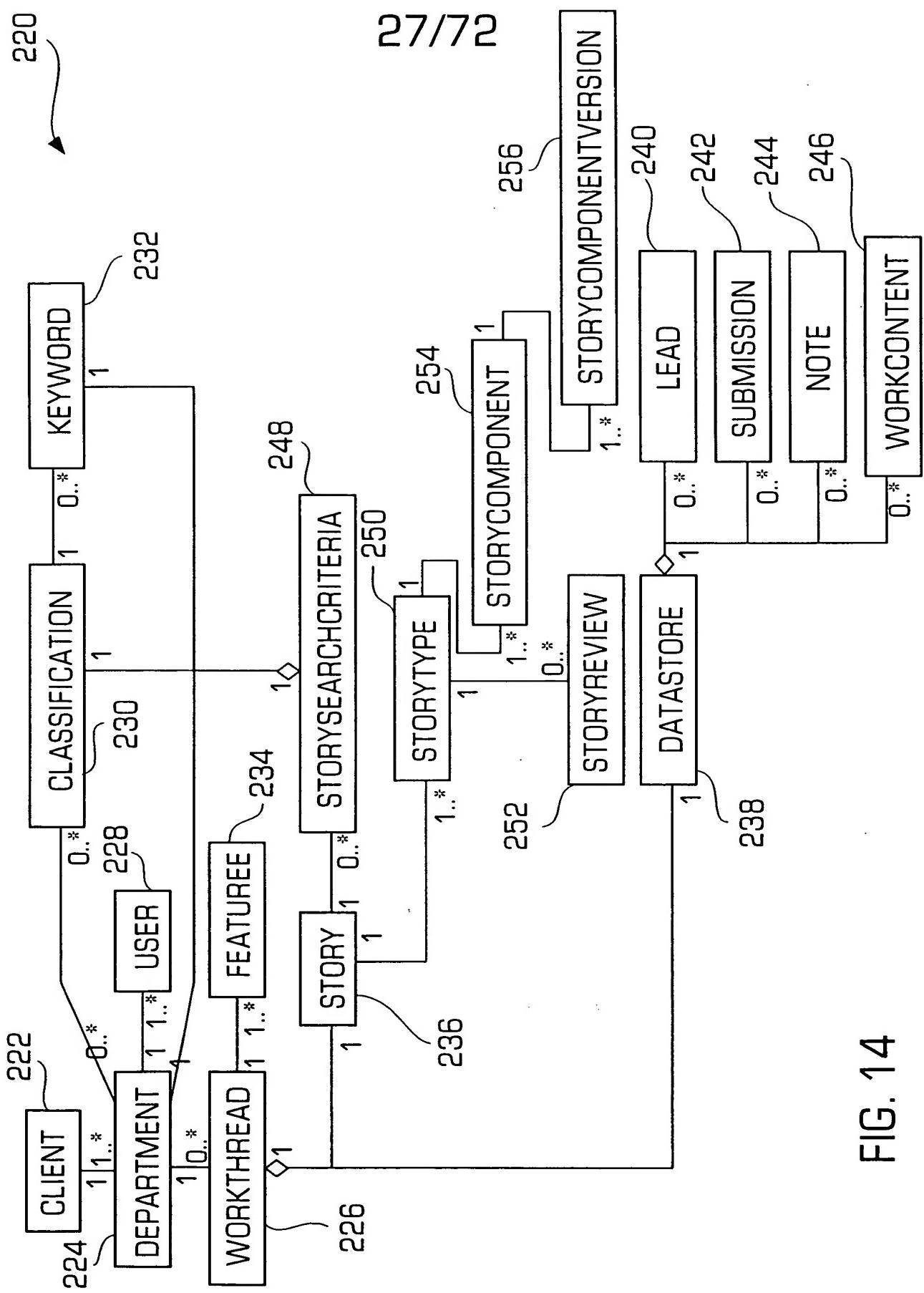


FIG. 14

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TICKET SYSTEM

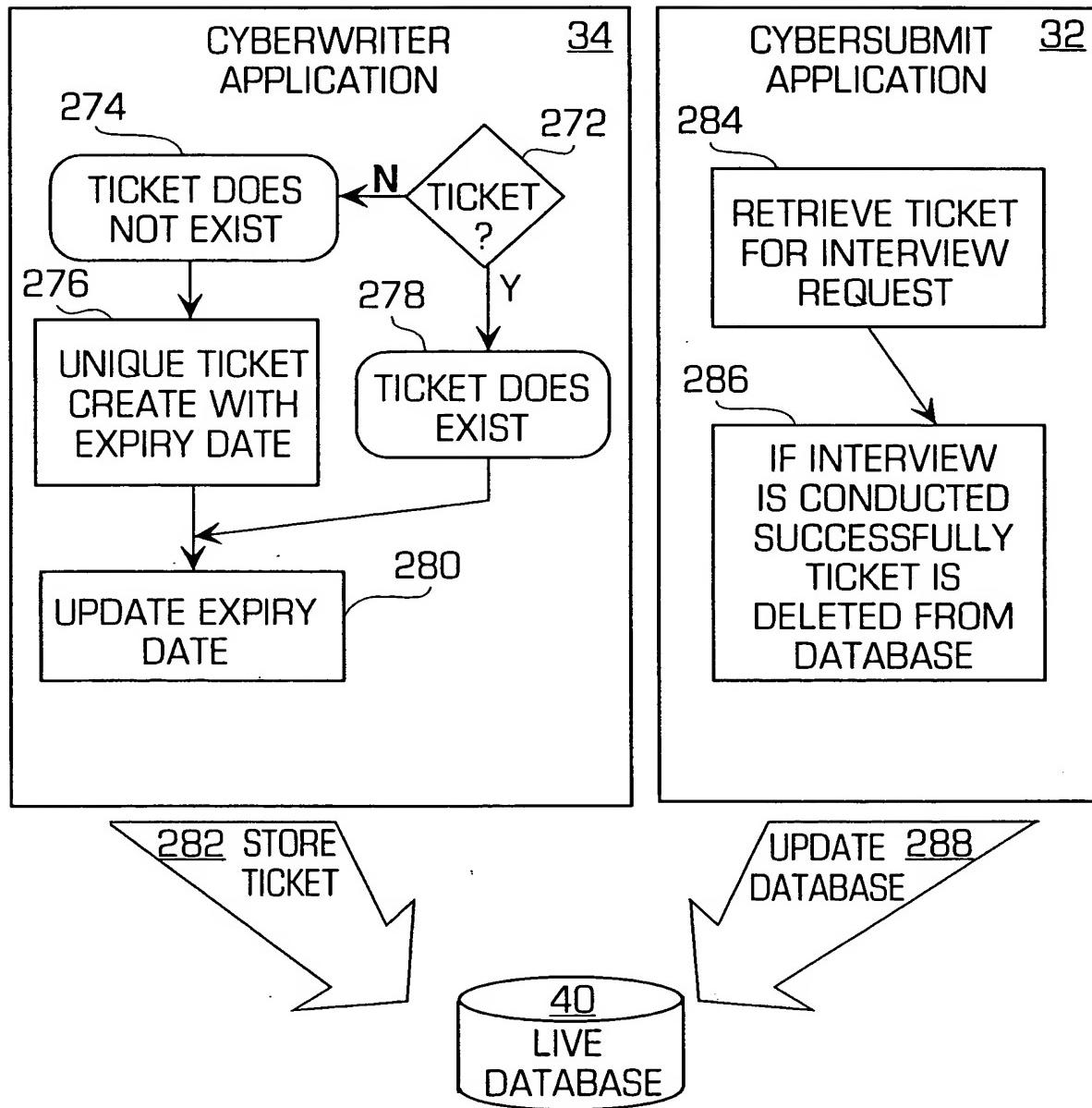


FIG. 15

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TICKET USAGE IN CYBERSUBMIT

CYBERSUBMIT APPLICATION

INTERVIEWEE CLICKS ON URL IN EMAIL AND
COMES TO THE CYBERSUBMIT APPLICATION

292

CYBERSUBMIT APPLICATION READS THE EMBEDDED TICKET
FROM THE URL AND LOCATES THE TICKET IN THE DATABASE.
ONCE THE TICKET HAS BEEN LOADED, THE CORRECT
INTERVIEW FORM CAN BE DISPLAYED

294

ONCE THE INTERVIEWEE HAS COMPLETED THE INTERVIEW
THE CYBERSUBMIT APPLICATION INVALIDATES THE TICKET
BY REMOVING IT FROM THE DATABASE

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FIG. 16

300

TICKET GENERATION IN CYBERWRITER

CYBERwriter APPLICATION

INTERNAL CYBERWRITER USER (ICWU) GENERATES A 302
TICKET BY SELECTING AN EXPRING DATE

SYSTEM GENERATES A UNIQUE TICKET AND RETURNS A 304
SPECIAL URL WITH A TICKET EMBEDDED WITHIN TO THE
GENERATING ICWU ON THE WEBPAGE

THE ICWU SENDS THE SPECIAL URL TO THE
INTERVIEWEE VIA EMAIL

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FIG. 17

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LEAD CREATION WIZARD

Back Forward Stop Refresh Home AutoFill Print Mail
Address <http://bluejava.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.woa/6/mo/R12NfmjeALHH3VBYRINM8E5p37A/3.11.0> > go

LEAD CREATION WIZARD

GOOGLE.CORPORATE

ALLAN DAVIDSON

USER

FEATURE

FIRSTNAME

LASTNAME

* COMPANY

PHONE

EMAIL

WEB SITE

QUESTIONS

* WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS OF A PRODUCT? WHAT ARE THE BENEFITS TO THE CLIENT COMPANY?

312

ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?

> SAVE

INTERNET ZONE

FIG. 18A

310

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FIG. 18B

<input type="checkbox"/> Back	<input type="checkbox"/> Forward	<input type="checkbox"/> Refresh	<input type="checkbox"/> Home	<input type="checkbox"/> AutoFill	<input type="checkbox"/> Print	<input type="checkbox"/> Mail
Address http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.woa/6/Hwo/Rj2NmjeALLH3VBYRNM8BF5p37A/3.11.0						
LEAD CREATION WIZARD						
GOOGLE.CORPORATE						
<hr/>						
ALLAN DAVIDSON	<input type="checkbox"/> FIRSTNAME	<input type="checkbox"/> LASTNAME	<input type="checkbox"/> COMPANY	<input type="checkbox"/> PHONE	<input type="checkbox"/> WEB SITE	<input type="checkbox"/> INTERNET ZONE
LITTLE RED	LITTLE RED	RIDING HOOD	www.grandmashouse.com	1-212-123-1234	www.grandmashouse.com	> SAVE
USER	FIRSTNAME	LASTNAME	*	PHONE	WEB SITE	
FEATURE			*			
QUESTIONS						
* WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS OF A PRODUCT? WHAT ARE THE BENEFITS TO THE CLIENT COMPANY?						
THIS IS A GREAT STORY BECAUSE IT'S GOT A HAPPY ENDING.						
312						
ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?						
WHY WAS LITTLE RED RIDING HOOD THERE IN THE FIRST PLACE?						

310

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LEAD CREATION WIZARD

Address http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.woa/G/wdRi2NfmeALH3vBYRINM8F5p37A/4.12.0

LEAD-CREATION-WIZARD 314

LEAD SUCCESSFULLY CREATED AND SAVED WITH SERIAL NUMBER 20693

FEATURE	ALLAN DAVIDSON
FIRSTNAME	LITTLE RED
LASTNAME	RIDING HOOD
COMPANY	www.grandmashouse.com
PHONE	1-212-123-1234
WEB SITE	www.grandmashouse.com
EMAIL	lrrh@grandmashouse.com

QUESTIONS

* WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS OF A PRODUCT? WHAT ARE THE BENEFITS TO THE CLIENT COMPANY?

THIS IS A GREAT STORY BECAUSE ITS GOT A HAPPY ENDING.

ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?

WHY WAS LITTLE RED RIDING HOOD THERE IN THE FIRST PLACE?

> **SAVE**

312

○ INTERNET ZONE

FIG. 18C

320

33/72

FIG. 19A

CyberWriter - Cockpit

Address http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.wos/6/mw/R12NfmJeALHH3VBYRINM8F5637A/2,3,9,3
 @ 01 @ 02 @ 03 Page file @ http://www.mactouch.com/ @ http://www.versiontracker.com/ @ Microsoft Web Sites MSN Web Sites @ Apple

Welcome to CyberWriter!

LEADS					
21 WORKTHREADS)					
340	340	340	340	340	340
AT	CLIENT	▼	DIV	NUMB	FEATURE
342	01-1-1	SOOG	CORP	20693	WWW.GRANDMAHOUSE.COM
LEADS	21-1-1	HAND	CORP	20691	BALLARD HIGH SCHOOL
RATED LEADS	30-1-1-1	SBYN	CORP	15659	MARTINS
INTERVIEWS	40-1-1-1	SBYN	CORP	15609	MEMORIAL SLOAN-KETTER...
STORIES					
COPY EDIT					
APPROVAL					
PUBLISHED					
REFRESH					
GRAVEYARD					
MORGUE					
LOAD NOW					
QUICK WORKTHREAD(S)					
LOAD NOW (COMMA DELIMITED)					
> NEW LEAD	338				
> RESET DISPLAY					
> NEW LEAD (MP)					
326	328	330	331	332	334
114-1-1-1 SBYN	CORP	15267	RAYTHEON COMPANY	PETSMART	
326	328	330	331	332	334
336					

Favorites History Search Scrapbook PageHolder

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FIG. 19B

Successes.com - Work Area

Back Forward Stop Refresh Home Autofill Print Mail
Address: [@ 01 @ 02 @ 03 Page Title @ <http://www.mecan.com/> @ <http://www.mscintouch.com/> @ <http://www.versiontracker.com/> @ Microsoft Web Sites MSN Web Sites @ Apple](http://bluejay.cycasters.com/cgi-bin/WebObjects/CyberWriterTest.wa?&w=6w&R=21t&u=ALH3UBYANM8537A6.3.19.CockpitDetailsComponent.0.1.0.0.CockpitLeadDisplayCo)

SUCCESSES.COM

??? WAIT ACTION
RATED LEAD 10 MAR 01 CENTERED

ADMIN • GO RESOURCES | BUG REPORT

LEAD	WWW.GRANDMAHOUSE.COM	GOOGLE.CORPORATE	VIEW NOTES	ADD NOTE
REFRESH	FROM: ALLAN DAVIDSON.	20693	FILTER BY:	(NO FILTER)
UNLOCKED69	LITTLE RED RIDING HOOD			
> DELETE	FIRST NAME			
> GRAVEYARD	LAST NAME			
WWW.GRANDMAHOUSE.COM				
COMPANY				
EMAIL	URL	WWW.GRANDMAHOUSE.COM		
1-212-123-1234				
WORK PHONE				
QUESTIONS				
RATING	EXCELLENT	WHY WAS LITTLE RED RIDING HOOD THERE IN THE FIRST PLACE?		
	FAIR	WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR A		
	GOOD	PRODUCT? WHAT ARE THE BENEFITS TO THE CLIENT COMPANY?		
	NO USE	THIS IS A GREAT STORY BECAUSE IT'S GOT A HAPPY ENDING.		
	POOR			
> SUBMIT				

346

NO CLIENTS COMMENTS

STORY NAME: www.grandmashouse.com

CREATE TASKS:

350 INTERVIEW PREP ASSIGN TO [ASSIGN TO](#)

352 INTERVIEW REVIEW ASSIGN TO [ASSIGN TO](#)

348 { 354 EDITOR COMMENTS:

FIG. 19C

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Successes.com - Work Area

???	ON GO	WAIT	ACTION CENTER
???	RATED LEAD 10 MAR 01	INTERVIEW 10 MAR 01	
ADMIN • GO	RESOURCES BUG REPORT	GOOGLE.CORPORATE 20693	VIEW NOTES ADD NOTE
LEAD www.grandmashouse.com	REFRESH FROM: ALLAN DAVIDSON. LITTLE RED RIDING HOOD FIRST NAME LAST NAME www.grandmashouse.com COMPANY	FILTER BY: (NO FILTER)	
INTERVIEW PREP	UNLOCKED69		
INTERVIEW REVIEW	> DELETE		
STORY LOG	> GRAVEYARD		
MONOLITHIC			
FULL STORY DATA			
CREATE NEW LEAD			
STYLE GUIDE			
WORKING CONTENT			
TO DO			
> REBUILD MENU			

RATING

EXCELLENT

FAIR

GOOD

NO USE

POOR

> SUBMIT

346

ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?
WHY WAS LITTLE RED RIDING HOOD THERE IN THE FIRST PLACE?
WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR A PRODUCT? WHAT ARE THE BENEFITS TO THE CLIENT COMPANY?
THIS IS A GREAT STORY BECAUSE IT'S GOT A HAPPY ENDING.

NO CLIENTS COMMENTS

STORY NAME:
www.grandmashouse.com

CREATE TASKS:

350 INTERVIEW DREP JAN ZIEF

352 INTERVIEW REVIEW JAN ZIEF

EDITOR COMMENTS:

354 THIS IS A GREAT STORY AND WE SHOULD PURSUE IT.

Favorites History Search Scrapbook Page Holder

360

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FIG. 20A

Successes.com - Work Area	
ON GO	WAIT
???	RATED LEAD 10 MAR 01
INTERVIEW	10 MAR 01
ACTION CENTER	
ADMIN •	GO
RESOURCES BUG REPORT	
INTERVIEW PREP	GOOGLE CORPORATE
www.grandmashouse.com	20693
<input type="button" value="SUBMITTED DATA"/> <input type="button" value="VERIFIED DATA"/>	
COMPANY	
FIRST NAME	
LAST NAME	
STREET ADDRESS	
CITY	
STATE/PROVINCE	
ZIP	
COUNTRY	
URL	
EMAIL	
WORK PHONE	
<input type="button" value="> COPY"/> <input type="button" value="> CANCEL"/> <input type="button" value="> SAVE"/>	
TICKET GENERATION	
EXPIRY DATE: MAR 24 2001 <input type="button" value="> GENERATE"/>	
364	
362	
<input type="button" value="> REBUILD MENU"/>	
LEAD INTERVIEW PREP INTERVIEW REVIEW STORY LOG MONOOUTHIC ALL STORY DATA CREATE NEW LEAD STYLE GUIDE WORKING CONTENT TO DO	
Favorites History Search Scrapbook Page Holder	

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FIG. 20B

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Successes.com - Work Area																																																							
<p>SUCCESSES.COM</p> <p>ADMIN • [GO]</p> <ul style="list-style-type: none"> LEAD INTERVIEW PREP INTERVIEW REVIEW STORY LOG MONOLITHIC FULL STORY DATA CREATE NEW LEAD STYLE GUIDE WORKING CONTENT TO DO 	<p>???, ON GO ??? RATED LEAD 10 MAR 01 INTERVIEW 10 MAR 01 WAIT 10 MAR 01 CENTERED</p> <p>RESOURCES BUG REPORT</p> <p>INTERVIEW PREP GOOGLE.CORPORATE VIEW NOTES ADD NOTE</p> <p>www.grandmashouse.com 20693 FILTER BY: (NO FILTER)</p> <p>REFRESH UNLOCKED684 > DELETE > GRAVEYARD</p> <p>VERIFIED DATA</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>WWW.GRANDMASHOUSE.COM</td> <td>COMPANY</td> <td>LITTLE RED</td> <td>FIRST NAME</td> <td>RIDING HOOD</td> <td>LAST NAME</td> <td>123 HIGH ST</td> <td>STREET ADDRESS</td> <td>OLD TOWN</td> <td>CITY</td> <td>VA</td> <td>STATE/PROVINCE</td> <td>22222</td> <td>ZIP</td> <td>USA</td> <td>COUNTRY</td> <td>www.grandmashouse.com</td> <td>URL</td> </tr> <tr> <td></td> <td>lrrh@grandmashouse.com</td> <td>EMAIL</td> </tr> <tr> <td></td> <td>1-212-123-1234</td> <td>WORK PHONE</td> </tr> </table> <p>> REBUILD MENU</p>	WWW.GRANDMASHOUSE.COM	COMPANY	LITTLE RED	FIRST NAME	RIDING HOOD	LAST NAME	123 HIGH ST	STREET ADDRESS	OLD TOWN	CITY	VA	STATE/PROVINCE	22222	ZIP	USA	COUNTRY	www.grandmashouse.com	URL																	lrrh@grandmashouse.com	EMAIL																	1-212-123-1234	WORK PHONE
WWW.GRANDMASHOUSE.COM	COMPANY	LITTLE RED	FIRST NAME	RIDING HOOD	LAST NAME	123 HIGH ST	STREET ADDRESS	OLD TOWN	CITY	VA	STATE/PROVINCE	22222	ZIP	USA	COUNTRY	www.grandmashouse.com	URL																																						
																lrrh@grandmashouse.com	EMAIL																																						
																1-212-123-1234	WORK PHONE																																						
<p>Favorites History Search Scrapbook Page Holder</p>	<p>TICKET GENERATION</p> <p>EXPIRY DATE: MAR ▷ 24 ➡ 2001 ➤ > GENERATE</p>																																																						

FIG. 20C

360

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FIG. 20D

Successes.com - Work Area

SUCCESSES.COM	GO	???	ON GO	???	RATED LEAD	10 MAR 01	INTERVIEW	10 MAR 01	WAIT	ACTION	CENTER
ADMIN ➔											
INTERVIEW PREP GOOGLE CORPORATE											
SUBMITTED DATA 20693 VIEW NOTES ADD NOTE											
FILTER BY: <input type="button" value="NO FILTER"/>											
VERIFIED DATA											
www.grandmashouse.com											
COMPANY											
LITTLE RED											
FIRST NAME											
RIDDING HOOD											
LAST NAME											
NO DATA											
STREET ADDRESS											
NO DATA											
CITY											
NO DATA											
STATE/PROVINCE											
NO DATA											
ZIP											
NO DATA											
COUNTRY											
URL											
www.grandmashouse.com											
EMAIL											
lrb@grandmashouse.com											
1-212-123-1234											
WORK PHONE											
> REBUILD MENU											
> COPY > CANCEL > SAVE											
> TEST TICKET											
TICKET GENERATION											
GENERATED: 2001/03/10											
EXPIRY DATE: MAR ➔ 24 ➔ 2001 ➔											
> RESET											

368

364

Favorites History Search Scrapbook Page Holder

360
→

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FIG. 20E

SHARE YOUR GOOGLE SUCCESS STORY

Back Forward Stop Refresh Home AutoFill Print Mail

Address http://www2.success.com/cgi-bin/WebObjects/CyberSubmit/Test.woa/wa/startSubmit?cid=n1f0614: >go
@ Q1 @ Q2 @ Q3 Page Title @ http://www.mactintouch.com/ >

370

More Google: Success Stories

Success Stories
How has Google contributed to your success?

Find on this site: We're looking for companies and individuals to tell their Google success story to tell.

SEARCH

Home All About Google

Favorites History Search Scrapbook

WWW.GRANDMAHOUSE.COM
COMPANY

LITTLE RED RIDING HOOD
LAST NAME: A
STREET ADDRESS: 123 HIGH ST
CITY: OLD TOWN
STATE/PROVINCE: VA

ZIP: 22222
NO DATA
COUNTRY: USA
COUNTRY: COUNTRY
URL: www.grandmahouse.com
URL: www.grandmahouse.com
EMAIL: lrrh@grandmahouse.com
EMAIL: lrrh@grandmahouse.com
WORK PHONE: 1-212-123-1234
WORK PHONE: 1-212-123-1234

> COPY > CANCEL > SAVE

TICKET GENERATION
GENERATED: 2001/03/10
EXPIRY DATE: MAR 24 2001
> RESET

380

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SHARE YOUR GOOGLE SUCCESS STORY

Back Forward Stop Refresh Home Autofill Print Mail
Address http://www2.success.com/cgi-bin/WebObjects/CyberSubmit?rid=nVE0614hdDxibTBG0jXkyrsdrmlRv8QNDXyJPRSS5oZ1ye1F41 >go
@ Q1 @ Q2 @ Q3 Page Title @ http://www.mactouch.com/ @ http://www.versiontracker.com/ Microsoft Web Sites >>

Google More Google: Success Stories

Success Stories How has Google contributed to your success?

Find on this site:

How can we contact you?

LITTLE RED RIDDING HOOD
 FIRST NAME LAST NAME
 TITLE WWW.GRANDMAHOUSE.COM
 EMAIL ADDRESS COMPANY
 WEB ADDRESS

FAX
 PHONE NUMBER
 STREET ADDRESS (200 CHARS MAX)
 OLD TOWN VA STATE/PROVINCE
 CITY USA COUNTRY
 ZIP

382 NOW TELL US YOUR STORY

Favorites History Search Scrapbook Page Holder

FIG. 21A

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SHARE YOUR GOOGLE SUCCESS STORY

Back Forward Stop Refresh Home AutoFill Print Mail

Address <http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.woa//wa/DirectAction> >go
 @ 01 @ 02 @ 03 Page Title @ <http://www.madison.com/> @ <http://www.versiontracker.com/> Microsoft Web Sites >>

Google More Google: Success Stories

Success Stories
Tell us your story
 What does your company do, what was the business opportunity and how did you seize it? Tell us about your products and services.

WE MAKE FOOD AND BRING IT TO GRANDMA'S HOUSE.

Who are your competitors? Why do customers prefer you?
 DON'T HAVE ANY AS YET. GRANDMA LIKES MY FOOD.

What's the primary market your company serves?
ENTERTAINMENT

How big is your company?
 1-9

INTERNET ZONE

Home
All About Google
Find on this site:

Favorites History Search Scrapbook Page Holder

FIG. 21B

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SHARE YOUR GOOGLE SUCCESS STORY

Back Forward Stop Refresh Home Autofill Print Mail
Address http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.woa/7/wa/DirectAction
@ 01 @ 02 @ 03 Page Title @ http://www.mactouch.com/ @ http://www.versiontracker.com/ Microsoft Web Sites >>

What's the primary market your company serves?

ENTERTAINMENT

How big is your company?

1-9

Tell us about your site

WHAT ARE THE BEST URLs TO VISIT? HOW DO VISITORS USE YOUR SITE(S)? WHAT ARE YOUR FUTURE PLANS FOR THE SITE(S)?

www.grandmashouse.com

HOW OFTEN DO YOU REFRESH YOUR CONTENT? (DAILY, WEEKLY, ETC.) HOW BIG IS THE SITE; HOW MANY PEOPLE VISIT IN AN AVERAGE WEEK? DO YOU PROFILE YOUR VISITORS?

Every time someone comes to the site the story is told a little bit differently. The site is many pages long and 10s of thousands come every week in all languages. We don't need to profile our visitors because they are mainly small kids.

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BACK TO PREVIOUS PAGE **TELL US ABOUT YOUR RELATIONSHIP WITH GOOGLE**

INTERNET ZONE

FIG. 21C

SHARE YOUR GOOGLE SUCCESS STORY

Back Forward Stop Refresh Home **AutoFill** **Print** **Mail**

Address http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.woa/7/wa/DirectAction >go
@ 01 @ 02 @ 03 Page Title @ http://www.mactouch.com/ @ http://www.versiontracker.com/ Microsoft Web Sites >>

Google More Google: Success Stories

Success Stories
Tell us about your relationship with Google

How long have you been using Google on your site?
3 YEARS

Find on this site:

The Challenge -- What was the problem you needed to solve? Did Google help you compete more effectively, and if so, how?
TO KEEP OUR SITE UP AND HAVE KIDS FIND THE STORIES

The Solution -- What was your solution and how did it meet the challenge? What other solutions did you consider and why did you choose Google?
GOOGLE HELPED US MEET THE CHALLENGE BECAUSE KIDS CAN ALWAYS FIND LITTLE RED RIDING HOOD THROUGH GOOGLE.

Which Google services are you using? (WebSearch? SiteSearch? SafeSearch? Web Directory, Restricts, etc.) Do you plan to add more in the future? How do you use Google reporting services?
WE'RE USING WEB SEARCH AND SAFE SEARCH.

INTERNET ZONE

FIG. 21D

SHARE YOUR GOOGLE SUCCESS STORY

Back **Forward** **Stop** **Refresh** **Home** **AutoFill** **Print** **Mail**

Address http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.woa/7/wa/DirectAction
 @ 01 @ 02 @ 03 Page Title @ http://www.maectn.com/ @ http://www.maectn.com/ Microsoft Web Sites
 >>

The Solution -- What was your solution and how did it meet the challenge? What other solutions did you consider and why did you choose Google?

GOOGLE HELPED US MEET THE CHALLENGE BECAUSE KIDS CAN ALWAYS FIND LITTLE RED RIDING HOOD THROUGH GOOGLE.

Which Google services are you using? (WebSearch? SiteSearch? SafeSearch? Web Directory, Restricts, etc.) Do you plan to add more in the future? How do you use Google reporting services?

WE'RE USING WEB SEARCH AND SAFE SEARCH.

The Benefits -- What benefits has Google brought to your business? (Faster implementation? cost savings? Productivity, etc) Did you save other resources? Have your customers, partners, and suppliers also benefited, and if so, how? Do you see your relationship with Google growing?

FASTER SEARCHES AND HAPPY KIDS.

INTERNET ZONE

BACK TO PREVIOUS PAGE **GO TO LAST PAGE**

FIG. 21E

SHARE YOUR GOOGLE SUCCESS STORY

Back Forward Stop Refresh Home Autofill Print Mail

Address http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.woa/7/wa/DirectAction >go
 @ 01 @ 02 @ 03 Page Title @ http://www.macnn.com/ @ http://www.macitouch.com/ @ http://www.versiontracker.com/ Microsoft Web Sites >>

Google More Google: Success Stories

Success Stories

Home All About Google **Is there anybody else we should contact for more information?**
 Please include name, email and phone if possible.

Find on this site: **BIG BAD WOLF**

SEARCH

In what media would you like to see this story appear?
 Please include names and contact information if possible.
FAMILY PC

Can we write a capsule summary based on the information you've provided?
 We plan to feature capsule success stories of under 100 words on our website -- to be immediately considered as a capsule story candidate, we need your permission to write a capsule based on your responses to this interview and post it when ready. Please mark the appropriate box.

Favorites History Search Scrapbook Page Holder

FIG. 21F

<input type="checkbox"/> SHARE YOUR GOOGLE SUCCESS STORY	
<input type="button" value="Back"/>	<input type="button" value="Forward"/>
<input type="button" value="Refresh"/>	<input type="button" value="Home"/>
<input type="button" value="AutoFill"/>	<input type="button" value="Print Mail"/>
Address http://www2.success.com/cgi-bin/WebObjects/CyberSubmit/Test.wos/7/wa/DirectAction >go	
@ Q1 @ Q2 @ Q3 Page Title @ http://www.machinouchi.com/ @ http://www.versiontracker.com/ Microsoft Web Sites >>	
<p>In what media would you like to see this story appear?</p> <p>Please include names and contact information if possible.</p> <p><input type="text" value="FAMILY PC"/></p>	
<p>Can we write a capsule summary based on the information you've provided?</p> <p>We plan to feature capsule success stories of under 100 words on our website -- to be immediately considered as a capsule story candidate, we need your permission to write a capsule based on your responses to this interview and post it when ready. Please mark the appropriate box.</p>	
<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>	
<p>Thank you for taking the time to complete this interview.</p>	
<p>Please click the submit button below. You will immediately see a copy of all the information you have provided. Please feel free to print it for your records! If you have any questions or need to make any changes, please email us:</p> <p>googlesuccesssteam@successes.com</p>	
<p><input type="button" value="BACK TO PREVIOUS PAGE"/> <input type="button" value="SUBMIT SUCCESS STORY"/></p>	
<p>LINK: MAILTO:GOOGLESUCCESSTEAM@SUCCESSES.COM</p>	

400
→

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SHARE YOUR GOOGLE SUCCESS STORY

Back Forward Stop Refresh Home AutoFill Print Mail

Address http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.woa?7/wa/DirectAction >go

@ 01 @ 02 @ 03 Page Title @ http://www.mactouch.com/ @ http://www.mactouch.com/ Microsoft Web Sites >>

Google More Google: Success Stories

Success Stories

Interview Record

Thank you for telling us your story. For your convenience the information you've provided is displayed on this page. Please print it for your records.

Contact Information:

Little Red Riding Hood
123 High St.
Old Town, VA
Tel: 1-212-123-1234
Fax:
lrrh@grandmashouse.com
www.grandmashouse.com

Your Story:

Q: What does your company do, what was the business opportunity and how did you seize it? Tell us about your products and services.
A: We make food and bring it to Grandma's house.

Q: Who are your competitors? Why do you customers prefer you?
A: Don't have any as yet. Grandma likes my food.

Q: What's the primary market your company serves?

INTERNET ZONE

FIG. 22A

SHARE YOUR GOOGLE SUCCESS STORY

Back **Forward** **Stop** **Refresh** **Home** **Autofill** **Print** **Mail**

Address <http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.woa/7/wa/DirectAction> >go
 @ 01 @ 02 @ 03 Page Title @ <http://www.maamn.com/> @ <http://www.visitatracker.com/> Microsoft Web Sites >>

Q: What's the primary market your company serves?
A: Entertainment

Q: How big is your company?
A: 1 - 9

Tell us about your site:

Q: What are the best urls to visit? How do visitors use your site/s?
What are your future plans for the site/s?
A: www.grandmashouse.com

Q: How often do you refresh your content? (Daily, weekly, etc.)? How big is the site; how many people visit in an average week? Do you profile your visitors?
A: Every time someone comes to the site the story is told a little bit differently. The site is many pages long and 10s of thousands come every week in all languages. We don't need to profile our visitors because they are mainly small kids.

Your relationship with Google:

Q: How long have you been using Google on your site?
A: 3 years

Q: The Challenge -- What was the problem you needed to solve? Did Google help you compete more effectively, and if so, how?
A: To keep the site up and have kids find the stories.

Q: The Solution -- What was your solution and how did it meet the challenge?
What other solutions did you consider and why did you choose Google?
A: Google helped us meet the challenge because kids can always find Little

INTERNET ZONE

FIG. 22B

SHARE YOUR GOOGLE SUCCESS STORY

Back **Forward** **Stop** **Refresh** **Home** **Autofill** **Print** **Mail**

Address: <http://www2.success.com/cgi-bin/WebObjects/CyberSubmitTest.woa?7/wa/DirectAction> >go
 @ Q1 @ Q2 @ Q3 Page Title: @ http://www.maicon.com/ @ http://www.maicon.com/ Microsoft Web Sites >>

Q: Which Google services are you using? (WebSearch? SiteSearch? SiteSearch?) SafeSearch? Web Directory, Restricts, etc.) Do you plan to add more in the future? How do you use Google reporting services?

A: We're using Web Search and Safe Search.

Q: The Benefits -- what benefits has Google brought to your business? Faster implementation? cost savings? Productivity, etc.) Did you save other resources? Have your customers, partners, and suppliers also benefitted, and if so, how? Do you see your relationship with Google growing?

A: Faster searches and happy kids.

Other Contact Information:
 Big Bad Wolf

Additional information:

Q: In what media would you like to see this story appear? Please include names and contact information if possible.

A: Family PC

Q: Can we write a capsule summary based on the information you've provided?

A: Yes

Thank you for telling us your story. If there is anything you would like to add or change, please email us at [googlesuccessteam@successes.com](mailto:googlesuccesssteam@successes.com)

INTERNET ZONE

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Successes.com - Work Area					
SUCCESSES.COM	<input type="button" value="GO TO LEAD"/>	<input type="button" value="ON GO"/>	<input type="button" value="WAIT"/>	<input type="button" value="ACTION CENTER"/>	
	<input type="button" value="INTERVIEW REVIEW"/>	<input type="button" value="RESOURCES"/>	<input type="button" value="BUG REPORT"/>		
ADMIN	<input type="button" value="REFRESH"/>	<input type="button" value="UNLOCKED684"/>	<input type="button" value="FEATURED CLIENT CONTACT DATA"/>	<input type="button" value="VIEW NOTES"/>	<input type="button" value="ADD NOTE"/>
<input type="button" value="LEAD"/>	<input type="button" value="INTERVIEW PREP"/>	<input type="button" value="INTERVIEW REVIEW"/>	<input type="button" value="RATING"/>	<input type="button" value="GOOGLE CORPORATE 206933"/>	<input type="button" value="FILTER BY: (NO FILTER)"/>
<input type="button" value="STORY LOG"/>	<input type="button" value="MONOLOGUE"/>	<input type="button" value="FULL STORY DATA"/>	<input type="button" value="COUNTRY USA"/>	<input type="button" value="LAST NAME RIDING HOOD"/>	<input type="button" value="NO DATA DEPARTMENT"/>
<input type="button" value="CREATE NEW LEAD"/>	<input type="button" value="STYLE GUIDE"/>	<input type="button" value="WORKING CONTENT"/>	<input type="button" value="EMAIL ADDRESS irrb@grandmashouse.com"/>	<input type="button" value="TITLE VA"/>	<input type="button" value="STATE/PROVINCE 22222 ZIP"/>
<input type="button" value="TO DO"/>	<input type="button" value="REBUILD MENU"/>		<input type="button" value="WORK PHONE 1-212-123-1234"/>		
			<input type="button" value="SUBMIT"/>	<input type="button" value="QUESTIONS ADDITIONAL CONTACT INFORMATION"/>	
				<input type="button" value="BIG BAD WOLF CAN WRITE CAPSULE"/>	
				<input type="button" value="YES"/>	
				<input type="button" value="HOW LONG HAVE YOU BEEN USING GOOGLE 3 YEARS"/>	
				<input type="button" value="ARTICLE FOR STORY TO APPEAR IN MEDIA FOR 3 STORY TO APPEAR IN FAMILY PC NUMBER OF EMPLOYEES 1-9 PRIMARY MARKET SERVED ENTERTAINMENT THE BENEFITS FASTER SEARCHES AND HAPPY KIDS."/>	
				<input type="button" value="THE CHALLENGE TO KEEP OUR SITE UP AND HAVE KIDS FIND THE STORIES. THE SOLUTION GOOGLE HELPED US MEET THE CHALLENGE BECAUSE KIDS CAN ALWAYS FIND LITTLE RED RIDING HOOD THROUGH GOOGLE. WHAT ARE THE BEST URLs TO VISIT WWW.GRANDMAHOUSE.COM"/>	
Favorites	History	Search	Scrapbook	Page Holder	

FIG. 23A

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FIG. 23B

Successes.com - Work Area

THE CHALLENGE
TO KEEP OUR SITE UP AND HAVE KIDS FIND THE STORIES.
THE SOLUTION
GOOGLE HELPED US MEET THE CHALLENGE BECAUSE KIDS
CAN ALWAYS FIND LITTLE RED RIDING HOOD THROUGH
GOOGLE.

WHAT ARE THE BEST URLs TO VISIT
WWW.GRANDMASHOUSE.COM

WHAT DOES YOUR COMPANY DO
WE MAKE FOOD AND BRING IT TO GRANDMA'S HOUSE.

WHICH GOOGLE SERVICES ARE YOU USING
WE'RE USING WEB SEARCH AND SAFE SEARCH.

WHO ARE OUR COMPETITORS
DON'T HAVE ANY AS YET. GRANDMA LIKES MY FOOD.

NO CLIENT COMMENTS

STORY NAME:

ASSIGN STORY:

CREATE TASKS:

EDITOR COMMENTS:
THIS IS A GREAT STORY AND WE SHOULD PURSUE IT.

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Favorites History Search Scrapbook Page Holder

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FIG. 23C

Successes.com - Work Area

STORY 400 STORY	WAIT 10 MAR 01	ACTION CENTER
INTERVIEW REVIEW REFRESH UNLOCKED684 DELETE > GRAVEYARD		
FEATURED CLIENT CONTACT DATA www.grandmashouse.com GOOGLE.CORPORATE 20693 RIDING HOOD LAST NAME NO DATA TITLE NO DATA DEPARTMENT ZIP STATE/PROVINCE LITTLE RED FIRST NAME NO DATA COMPANY NO DATA OLD TOWN CITY USA COUNTRY www.grandmashouse.com irbh@grandmashouse.com EMAIL ADDRESS URL 1-212-123-1334 NO DATA WORK PHONE FAX		
RATING <input type="radio"/> EXCELLENT <input type="radio"/> FAIR <input checked="" type="radio"/> GOOD <input type="radio"/> NO USE <input type="radio"/> POOR QUESTIONS ADDITIONAL CONTACT INFORMATION BIG BAD WOLF CAN WRITE CAPSULE YES 3 YEARS HOW OFTEN DO YOU REFRESH YOUR CONTENT EVERY TIME SOMEONE COMES TO THE SITE THE STORY IS TOLD A LITTLE BIT DIFFERENTLY. THE SITE IS MANY PAGES LONG AND 10S OF THOUSANDS COME EVERY WEEK IN ALL LANGUAGES. WE DON'T NEED TO PROFILE OUR VISITORS BECAUSE THEY ARE MAINLY SMALL KIDS. MEDIA FOR STORY TO APPEAR IN FAMILY PC NUMBER OF EMPLOYEES 1-9 PRIMARY MARKET SERVED ENTERTAINMENT THE BENEFITS FASTER SEARCHES AND HAPPY KIDS. THE CHALLENGE TO KEEP OUR SITE UP AND HAVE KIDS FIND THE STORIES. THE SOLUTION GOOGLE HELPED US MEET THE CHALLENGE BECAUSE KIDS CAN ALWAYS FIND LITTLE RED RIDING HOOD THROUGH GOOGLE. WHAT ARE THE BEST DRYS TO TELL WWW.GRANDMAHOUSE.COM		
> REBUILD MENU		

Favorites History Search Scrapbook Page Holder

Successes.com - Work Area

FASTER SEARCHES AND HAPPY KIDS.

THE CHALLENGE
TO KEEP OUR SITE UP AND HAVE KIDS FIND THE STORIES.

THE SOLUTION
GOOGLE HELPED US MEET THE CHALLENGE BECAUSE KIDS CAN ALWAYS FIND LITTLE RED RIDING HOOD THROUGH GOOGLE.

WHAT ARE THE BEST URLs TO VISIT
WWW.GRANDMAHOUSE.COM

WHAT DOES YOUR COMPANY DO
WE MAKE FOOD AND BRING IT TO GRANDMA'S HOUSE.

WHICH GOOGLE SERVICES ARE YOU USING
WE'RE USING WEB SEARCH AND SAFE SEARCH.

WHO ARE YOUR COMPETITORS
DON'T HAVE ANY AS YET. GRANDMA LIKES MY FOOD.

NO CLIENT COMMENTS

STORY NAME:
WWW.GRANDMAHOUSE.COM

ASSIGN STORY:

CAPSULE

CAPSULE-QUOTE

MEDIUM STORY

STORY 400

STORY 800

JAN ZIFF

ASSIGN STORY TO

CREATE TASKS:

VERIFY PUB. CONTACT

CLASSIFY

PUBLISH

EDITOR COMMENTS:

THIS IS A GREAT STORY AND WE SHOULD PURSUE IT.

> SAVE

Favorites History Search Scrapbook Page Holder

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FIG. 24A

Successes.com - Work Area

SUCCESSES.COM ADMIN □ GO

STORY 400 WAIT STORY 10 MAR 01 ACTION CENTER

RESOURCES | BUG REPORT

STORY 400 www.grandmashouse.com UNPUBLISHED NORMALIZE

REFRESH UNLOCKED328 > DELETE HEADLINE GRAVEYARD

> WEB PREVIEW > PDF PREVIEW > ASCII PREVIEW

STORY 400 APPROVAL PUBLIC CONTACT CLASSIFY PUBLISH

STORY LOG MONOHTIC FULL STORY DATA CREATE NEW LEAD STYLE GUIDE WORKING CONTENT

TO DO STORY 400 RESEARCH ? GET IMAGES ? LEGAL APPROVAL ? SPELLCHECK ? > SET

Favorites History Search Scrapbook Page Holder > REBUILD MENU

GOOGLE CORPORATE 20693

VIEW NOTES ADD NOTE FILTER BY: (NO FILTER)

422 423

424

425

426

BRIEF DESCRIPTION --NEW CONTENT VERSION--

>CURRENT

(2001/3/10 16:56) GO

BODY --NEW CONTENT VERSION--

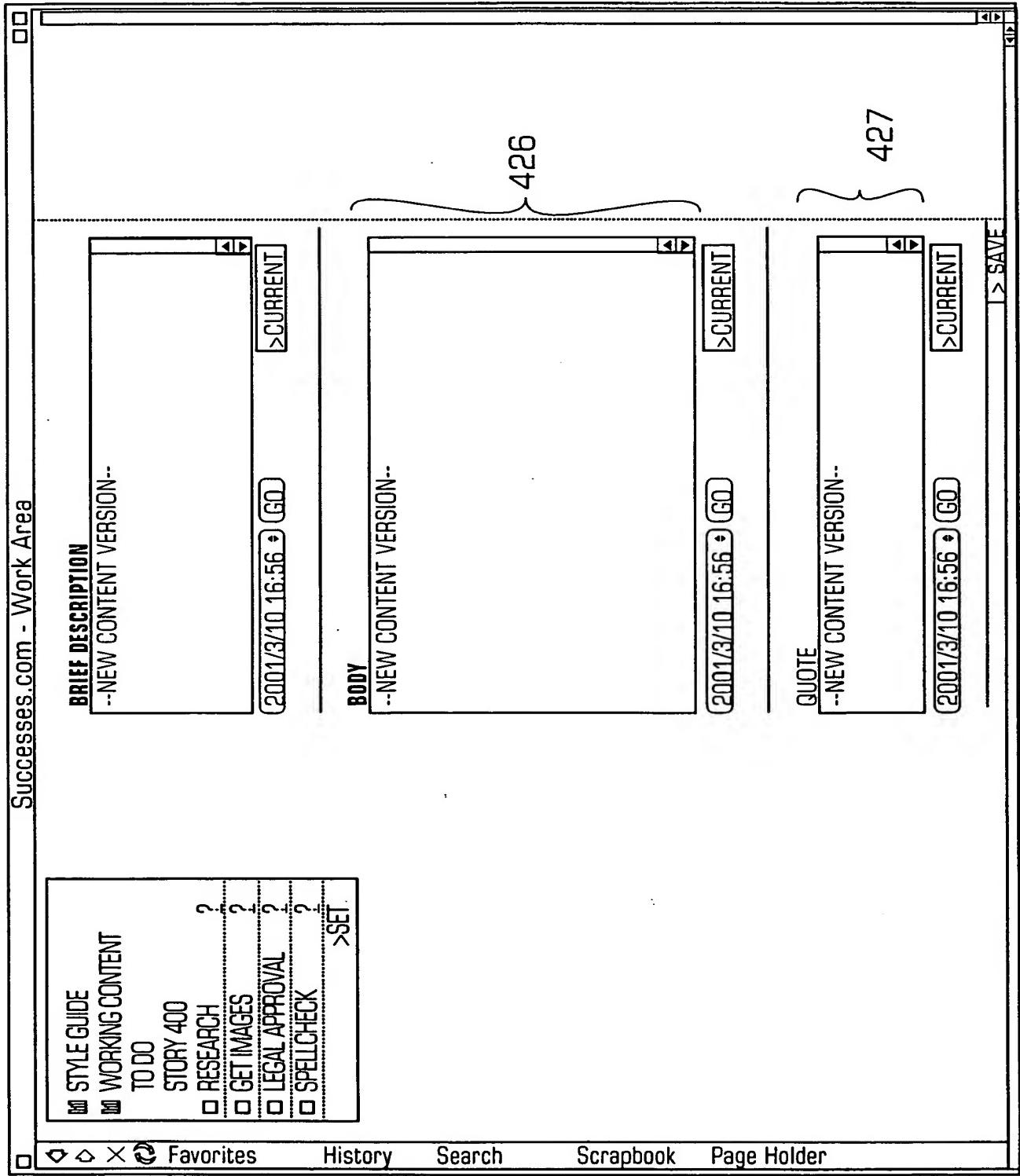
>CURRENT

(2001/3/10 16:56) GO

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FIG. 24B



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FIG. 24D

SUCCESSSES.COM

ADMIN • [GO]

STORY 400 ON GO [ACTION]
STORY 10 MAR 01 [CENTER]

RESOURCES 1 BUG REPORT

STORY 400

www.grandmashouse.com

REFRESH [UNPUBLISHED] (NORMALIZE)

HEADLINE

RED RIDING HOOD FOUND BY GOOGLE

> GRAVEYARD

COMPARE [2001/3/10 17:44] [GO] >CURRENT

BRIEF DESCRIPTION

KIDS WORLD OVER CAN FIND LITTLE RED RIDING HOOD BY SEARCHING WITH GOOGLE.

COMPARE [2001/3/10 17:44] [GO] >CURRENT

BODY

ONCE UPON A TIME, IN A FAR OFF LAND, THERE LIVED A LITTLE GIRL WHO ALWAYS WORE A RED CAPE. AND SHE WAS KNOWN FAR AND WIDE AS LITTLE RED RIDING HOOD. OR LITTLE RED HOODING RIDE BY THOSE WHO ARE DYSLEXIC.

ETCTETCTETCTETCT

[REBUILDMENU]

Favorites History Search Scrapbook Page Holder

- STORY LOG
- MONOLITHIC
- FULL STORY DATA
- CREATE NEW LEAD
- STYLE GUIDE
- WORKING CONTENT
- TO DO
- STORY 400
- RESEARCH ?
- GET IMAGES ?
- LEGAL APPROVAL ?
- SPOLOCHECK ?
- > SET

420
←

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SUCCESSSES.COM - Work Area

STORY 400 ON GO [ACTION CENTER] 10 MAR 01

ADMIN + GO **RESOURCES** | **BUG REPORT**

www.grandmashouse.com

STORY 400 GOOGLE CORPORATE 200693

VIEW NOTES ADD NOTE FILTER BY: (NO FILTER)

REFRESH (UNPUBLISHED) {423}

UNLOCKED328 (NORMALIZE)

HEADLINE

GOOGLE FIND [2001/3/10 16:56] ◀ ▶

COMPARE [2001/3/10 17:40] ◀ ▶ CURRENT

2001/3/10 17:5

BRIEF DESCRIPTION

KIDS WORLD OVER CAN FIND LITTLE RED RIDING HOOD BY SEARCHING WITH GOOGLE.

COMPARE [2001/3/10 17:40] GO ▶ CURRENT

BODY

ONCE UPON A TIME, IN A FAR OFF LAND, THERE LIVED A LITTLE GIRL WHO ALWAYS WORE A RED CAPE, AND SHE WAS KNOWN FAR AND WIDE AS LITTLE RED RIDING HOOD. OR LITTLE RED HOODING RIDE BY THOSE WHO ARE DYSLEXIC.

ETCTETCTETCTETCT

STORY LOG

MONOLITHIC

FULL STORY DATA

CREATE NEW LEAD

STYLE GUIDE

WORKING CONTENT

TODO

STORY 400 ?

RESEARCH ?

GET IMAGES ?

LEGAL APPROVAL ?

SPELL CHECK ?

>SET

> REBUILD MENU

Favorites History Search Scrapbook Page Holder

FIG. 24E

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FIG. 25A

Successes.com - Work Area	
STORY 400 STORY	ON GO ACTION CENTER
RESOURCES BUG REPORT	
PUBLIC CONTACT www.grandmashouse.com 20693	
VIEW NOTES ADD NOTE FILTER BY: NO FILTER	
PUBLIC CONTACT DATA	
COMPANY FIRST NAME LAST NAME COMPANY TITLE MR. TITLE	
STREET ADDRESS CITY STATE/PROVINCE ZIP COUNTRY URL EMAIL WORK PHONE FAX	
NO DATA COMPANY TITLE NO DATA TITLE 123 HIGH ST. STREET ADDRESS OLD TOWN CITY WA STATE/PROVINCE 22222 ZIP USA COUNTRY www.grandmashouse.com URL EMAIL WORK PHONE FAX	
REFRESH UNLOCKED4458 > DELETE > GRAVEYARD	
LEAD INTERVIEW PREP INTERVIEW REVIEW > STORY 400 APPROVAL PUBLIC CONTACT CLASSIFY PUBLISH STORY LOG MONOGRAPHIC FULL STORY DATA CREATE NEW LEAD STYLE GUIDE WORKING CONTENT TO DO REBUILD MENU	
Favorites History Search Scrapbook Page Holder	

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FIG. 25B

Successes.com - Work Area

STORY 400	ON GO	ACTION
STORY	10 MAR 01	CENTER
RESOURCES BUG REPORT		
PUBLIC CONTACT		
www.grandmashouse.com		
GOOGLE.CORPORATE		
20693		
VIEW NOTES ADD NOTE		
FILTER BY: NO FILTER		
PUBLIC CONTACT DATA		
INTERVIEWEE DATA		
COMPANY	www.grandmashouse.com	
LITTLE RED	COMPANY	
FIRST NAME	LITTLE RED	
ROBIN HOOD	FIRST NAME	
LAST NAME	ROBIN HOOD	
NO DATA	LAST NAME	
COMPANY TITLE	SMALL CUTE LITTLE GIRL	
TITLE	COMPANY TITLE	
123 HIGH ST.	TITLE	
STREET ADDRESS	123 HIGH ST.	
OLD TOWN	STREET ADDRESS	
CITY	OLD TOWN	
VA	CITY	
STATE/PROVINCE	VA	
22222	STATE/PROVINCE	
ZIP	22222	
USA	ZIP	
COUNTRY	USA	
www.grandmashouse.com	COUNTRY	
URL	www.grandmashouse.com	
Mrh@grandmashouse.com	URL	
EMAIL	Mrh@grandmashouse.com	
1-22-123-1234	EMAIL	
WORK PHONE	1-22-123-1234	
NO DATA	WORK PHONE	
FAX	NO DATA	
> COPY	> CANCEL	> SAVE

LEAD
INTERVIEW PREP
INTERVIEW REVIEW
► STORY 400
APPROVAL
PUBLIC CONTACT
CLASSIFY
PUBLISH
STORY LOG
MONOGRAPHIC
► FULL STORY DATA
► CREATE NEW LEAD
► STYLE GUIDE
► WORKING CONTENT
TODO

> REBUILD MENU

ADMIN | GO Favorites History Search Scrapbook Page Holder

WORKTHREAD EVENT VIEWER			
Back Forward Stop Refresh Home AutoFill Print Mail			
Address: http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriterTest.woa/6/wo/Rj2NfmJeALHH3VBYRINMBF5p37A/26.4.24.1.2.0>90			
EVENTS			20693
USER	DATE	CONTENT	TYPE
	MAR 10, 2001 17:05	UPDATED CURSOR NAME: STORY STATE:PROGRESS ASSOCIATED TYPE: STORY 400 USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 17:04	UPDATED CURSOR NAME: STORY STATE: PROGRESS ASSOCIATED TYPE: STORY 400 USER: JAN ZIFF	SYSTEM
ALLAND	MAR 10, 2001 16:56	CREATED WORKFLOW FOR THE FOLLOWING TASKS: VERIFY PUBL. CONTACT CLASSIFY PUBLISH	INTERNAL USER
ALLAND	MAR 10, 2001 16:56	ASSIGNED TASK: PUBLISH TO JAN ZIFF	INTERNAL USER
ALLAN D	MAR 10, 2001 16:56	ASSIGNED TASK: CLASSIFY TO JAN ZIFF	INTERNAL USER
ALLAND	MAR 10, 2001 16:56	ASSIGNED TASK: PUBLIC CONTACT TO JAN ZIFF	INTERNAL USER
ALLAND	MAR 10, 2001 16:56	CREATED STORY OBJECT AND WORKFLOW FOR THE FOLLOWING STORY TYPES: STORY 400	INTERNAL USER
	MAR 10, 2001 16:56	REMOVED CURSOR NAME: RATED LEAD STATE: PROGRESS ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:56	REMOVED CURSOR NAME: INTERVIEW STATE: WAITING ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:56	ADDED CURSOR NAME: STORY STATE: WAITING ASSOCIATED TYPE: STORY 400 USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:56	REMOVED CURSOR NAME: RATED LEAD STATE: PROGRESS ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:56	REMOVED CURSOR NAME: INTERVIEW STATE: WAITING ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
ALLAND	MAR 10, 2001 16:20	CREATED WORKFLOW FOR THE FOLLOWING TASKS: INTERVIEW PREP INTERVIEW REVIEW	INTERNAL USER
ALLAND	MAR 10, 2001 16:20	ASSIGNED TASK: INTERVIEW REVIEW TO JAN ZIFF	INTERNAL USER
ALLAND	MAR 10, 2001 16:20	ASSIGNED TASK: INTERVIEW PREP TO JAN ZIFF	INTERNAL USER
	MAR 10, 2001 16:20	ADDED CURSOR NAME: INTERVIEW STATE: WAITING ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:17	REMOVED CURSOR NAME: LEAD STATE: WAITING ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM
	MAR 10, 2001 16:17	ADD CURSOR NAME: RATED LEAD STATE: PROGRESS ASSOCIATED TYPE: NONE SPECIFIED USER: JAN ZIFF	SYSTEM

INTERNET ZONE

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ACTION CENTER			
Back	Forward		
Stop	Refresh		
Home	AutoFill		
Print	Mail		
Larger	>> e		
Address: http://bluejay.cybercasters.com/cgi-bin/WebObjects/CyberWriter.woa/1/w/o/P25D0i2t94gE2qdJskOkiaw >go			
Action Center			
PERSON: JAN	NOTE TO APPEAR WITH:		
DATE: FIXED TIMES	442		
MAR 23 2001			
2001			
<table border="1"> <tr> <td>444</td> </tr> <tr> <td>>CANCEL > SAVE</td> </tr> </table>		444	>CANCEL > SAVE
444			
>CANCEL > SAVE			
STAGES	STORY		
	LIZM		
PROGRESS	MEDIUM STORY		
03 FEB 2001	446		
LEAD	JAN		
	N/A		
	>SET		
COMMENT			
TASKS	STORY		
MEDIUM STORY	LIZM		
CONFIRM FAX RELEASE	>SET		
SPELL CHECK	(NON ASSIGNABLE TYPE)		
ASSIGN KEYWORDS	LIZM		
FINAL RELEASE	SEND ALARM		
MEDIA FOLLOW UP	(NON ASSIGNABLE TYPE)		
INTERNET ZONE			

FIG. 27A

FIG. 27B

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ACTION CENTER

Back Forward × Refresh Home Autofill Print Mail Larger Smaller Source >> E

Address: http://bluejay.cybercasters.com/cab-bin/WebObjects/CyberWriter.wao&h=woLZ5MMW9mhyK2mGJ7Ww1anFRExC5.4 >go

Action Center

PERSON: IANF ◀ { 442 } DATE: FIXED TIMES ◀ { 444 }

NOTE TO APPEAR WITH: { 444 }

>CANCEL > SAVE { 446 }

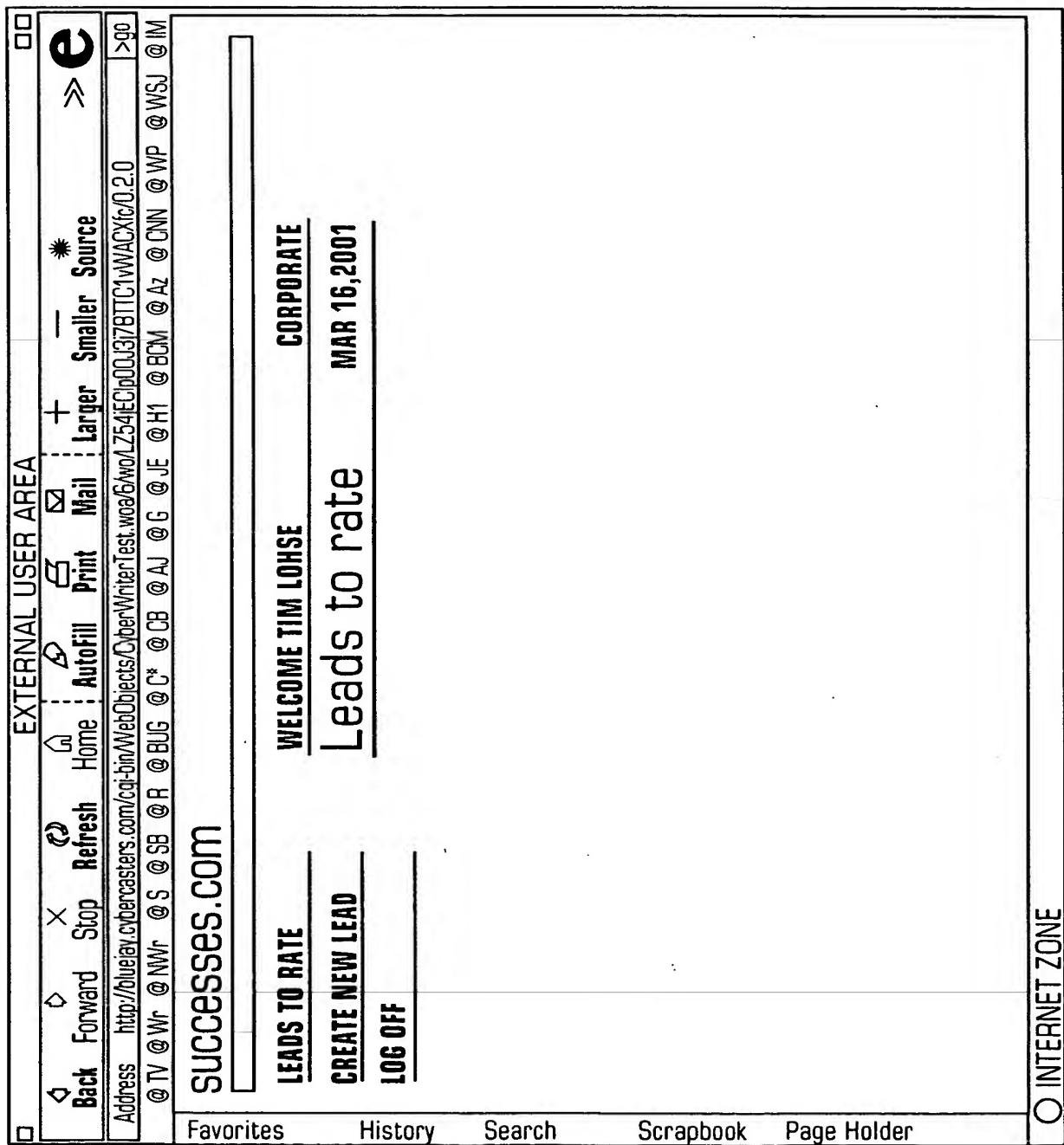
STAGES
DELETED
PROGRESS
08 FEB 2001
LEAD ◀ PROGRESS ◀ IANF ◀ N/A ◀ >SET

COMMENT

INTERNET ZONE

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FIG. 28A



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FIG. 28B

The screenshot shows a web browser window with the following details:

- Address Bar:** successes.com
- Left Sidebar:** EXTERNAL USER AREA (with icons for Home, Favorites, History, Search, Scrapbook, and Page Holder)
- Top Navigation:** LEADS TO RATE, CREATE NEW LEAD, LOG OFF
- Title:** CORPORATE
- Date:** Mar 16, 2001
- Form Fields:** FIRST NAME, COMPANY NAME, TELEPHONE, LAST NAME, URL, EMAIL ADDRESS
- Text Area:** WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR YOU/YOUR PRODUCT? WHAT ARE THE BENEFITS TO YOUR COMPANY?
- Text Area:** ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?
- Buttons:** > SUBMIT
- Bottom Right:** INTERNET ZONE

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FIG. 28C

EXTERNAL USER AREA

Back Forward Stop Refresh Home Autofill Print Mail Larger Smaller Source > e

Address http://bluejay.castercasters.com/cgi-bin/WebObjects/WriterTest.woa/G/m0/Z5jZUhNwdP2H/dQdA2X0gSTRv1.0.4.0.0.4 >go
@TV @Wwr @NWr @S @SB @R @BUG @C* @CB @AJ @G @JE @HI @BM @AZ @CNN @WP @WSJ @IM

SUCCESSES.COM

LEADS TO RATE

CREATE NEW LEAD

LOG OFF

Create a Lead Mar 23, 2001

CORPORATE

FIRST NAME FED LAST NAME FLINTSTONE

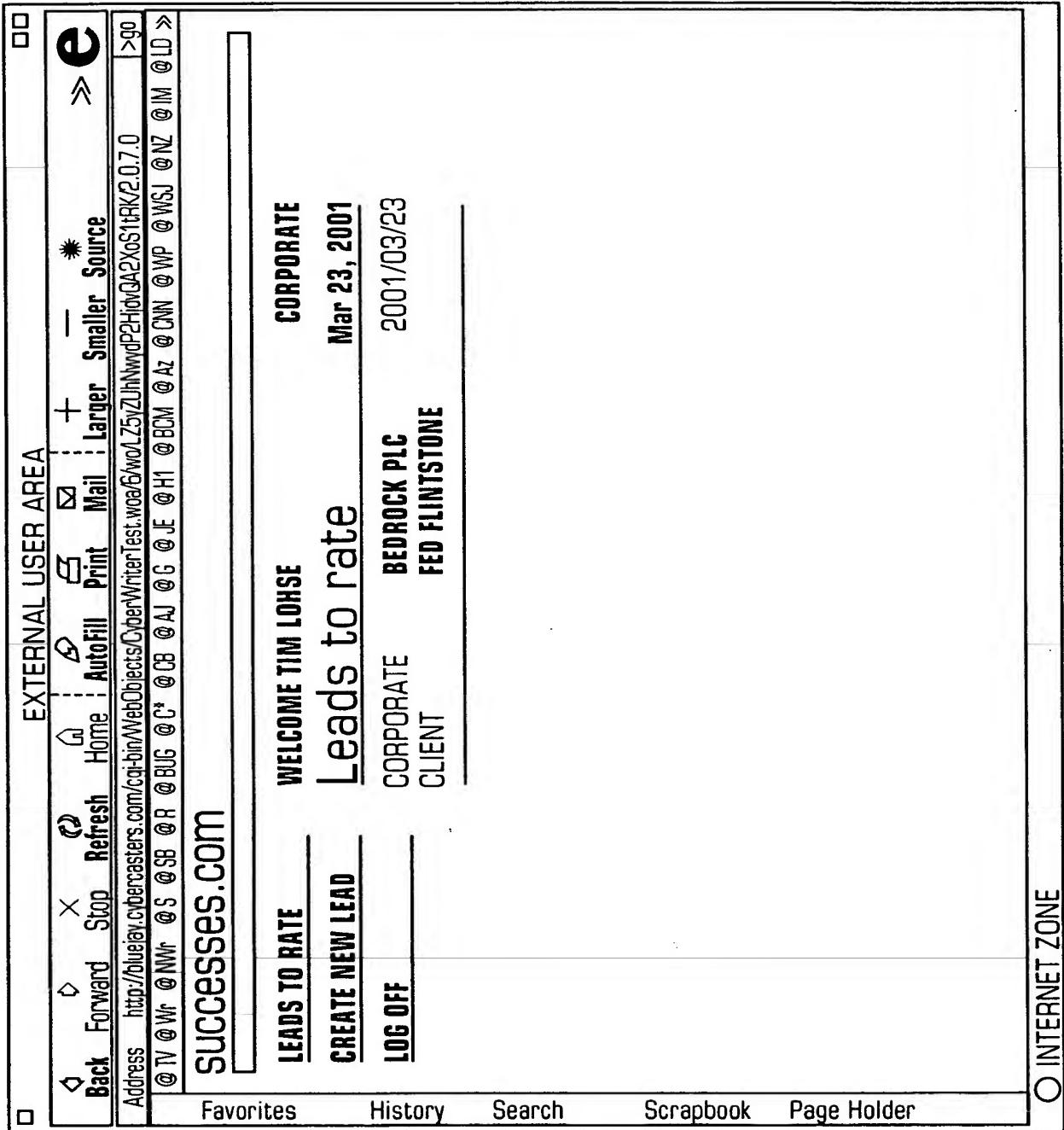
COMPANY NAME BEDROCK PLC URL WWW.BEDROCKPL

TELEPHONE 800-BEDROCK EMAIL ADDRESS DROCKPLC.COM

WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR YOU/YOUR PRODUCT? WHAT ARE THE BENEFITS TO YOUR COMPANY? GREAT STORY -- LOTS OF ACTION.

INTERNET ZONE

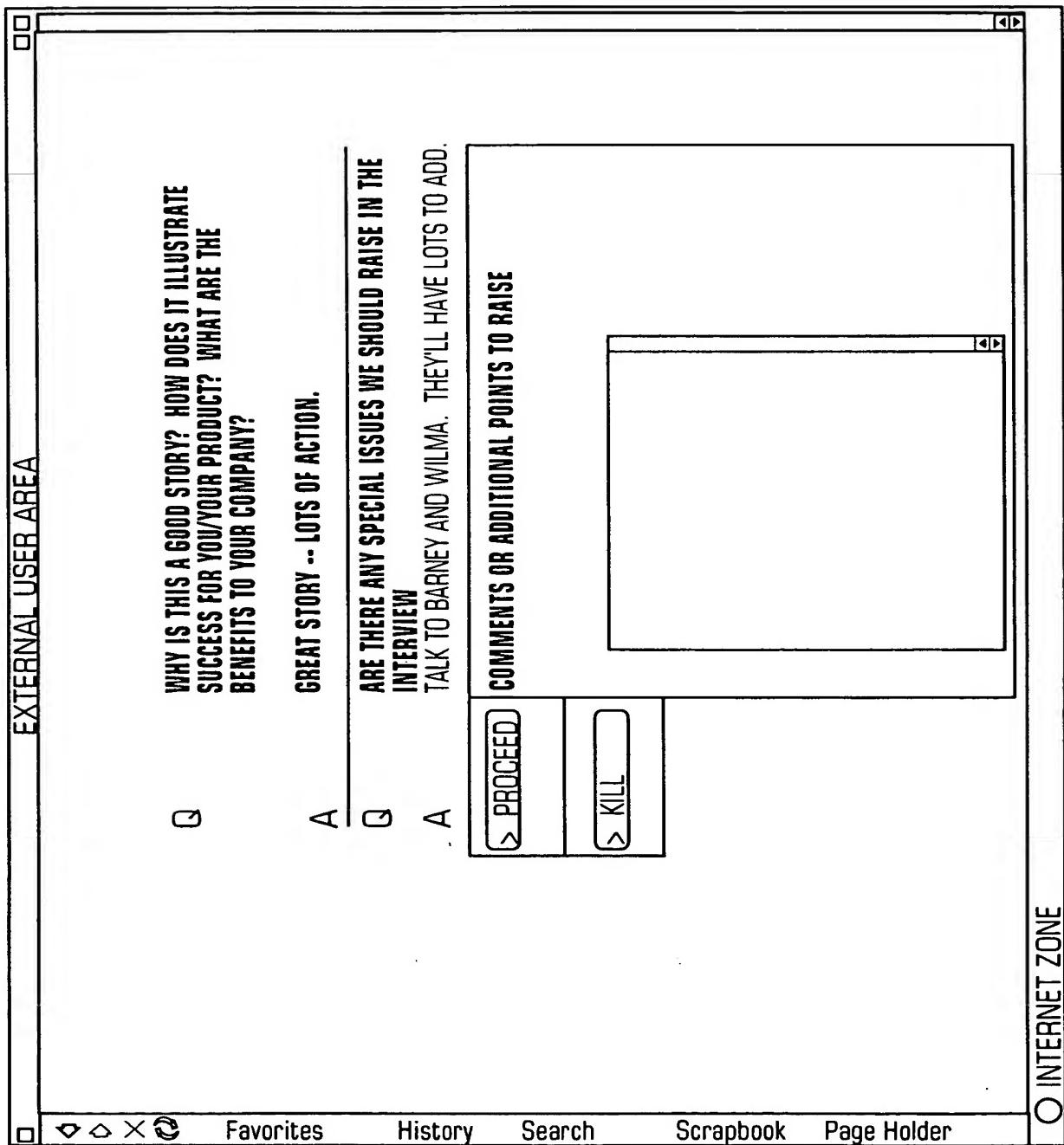
Favorites History Search Scrapbook Page Holder



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FIG. 28E

Successes.com		EXTERNAL USER AREA	
LEADS TO RATE	CREATE NEW LEAD	Rate lead	CORPORATE
LOG OFF		Mar 23, 2001	
<p>TIM CORPORATE</p> <p>BEDROCK PLC FED FLINTSTONE TEL: 800-BEDROCK EMAIL: FRED@BEDROCKPLC.COM WEB: WWW.BEDROCKPLC.COM</p>		<p>Q WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR YOU/YOUR PRODUCT? WHAT ARE THE BENEFITS TO YOUR COMPANY?</p> <p>A GREAT STORY -- LOTS OF ACTION.</p> <p>Q ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?</p> <p>A TALK TO BARNEY AND WILMA. THEY'LL HAVE LOTS TO ADD.</p>	
		<p>> PROCEED</p> <p>> KILL</p>	
<p>Comments or Additional Points to Raise</p>			



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FIG. 28G

SUCCESSES.COM

EXTERNAL USER AREA

LEADS TO RATE
CREATE NEW LEAD
LOG OFF

CORPORATE Create a Lead Mar 23, 2001

FIRST NAME	LAST NAME
MIKE	SMITH
COMPANY NAME	URL
SMITH CO	WWW.SMITHCO
TELEPHONE	EMAIL ADDRESS
800-555-1212	SMITHCO.COM

WHY IS THIS A GOOD STORY? HOW DOES IT ILLUSTRATE SUCCESS FOR YOU/YOUR PRODUCT? WHAT ARE THE BENEFITS TO YOUR COMPANY?
GOOD STORY

ARE THERE ANY SPECIAL ISSUES WE SHOULD RAISE IN THE INTERVIEW?
EVEN BETTER STORY

> SUBMIT

INTERNET ZONE

□ ◀ ▶ × ◌ Favorites History Search Scrapbook Page Holder

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FIG. 28H

00

EXTERNAL USER AREA	
SUCCESSES.COM	
LEADS TO RATE	WELCOME TIM LOHSE
CREATE NEW LEAD	Leads to rate
LOG OFF	Mar 23, 2001
CORPORATE	BEDROCK PLC
CLIENT	FED FLINTSTONE
CORPORATE	SMITH CO
CLIENT	MIKE SMITH
INTERNET ZONE	

□ ◁ ◁ × ◁ Favorites History Search Scrapbook Page Holder ○